

The TALKING MACHINE WORLD

For the
makers &
sellers of
talking
machines

Published Each Month by Edward Lyman Bill, Inc., at 383 Madison Ave., New York, December 15, 1923



The best-known trademark in the world designating the products of the Victor Talking Machine Co.

Entered as second-class matter May 2, 1905, at the post office at New York, N. Y., under the act of Congress of March 3, 1879.

IN THIS ISSUE—Over a Dozen Authoritative Feature Articles Dealing Directly With the Merchandising of Talking Machines and Records in All Its Phases

The Highest Class Talking Machine in the World

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL



Argyle Walnut
\$275

Sonora's High Quality Is Consistent

Sonora dealers will tell you that Sonora's consistent maintenance of high quality forms one of the chief sources of gratification to those handling the line.

Day after day, the same today, and the same tomorrow, Sonora instruments reach the dealers' floors, perfect in tone, in workmanship, in finish and in performance.

Unremittent scrutiny and rigid inspection assures this consistent maintenance of high quality. And this attention to detail is reflected in lessened service costs and the added satisfaction of Sonora owners.

Let us tell you more about the Sonora proposition and how this line will make money for you. Write us today.

The Choice of those who've heard them all

Sonora Phonograph Company, Inc.

279 Broadway, New York City

Canadian Distributors: Sonora Phonograph, Ltd., Toronto

The Talking Machine World

Vol. 19. No. 12

New York, December 15, 1923

Price Twenty-five Cents

Columbia Co. Advertising Records by Radio

Great Campaign of Reaching Public in a Novel and Effective Way Started by Broadcasting an Exclusive Columbia Artist or Organization Through WEAf Station—Its Object Defined

An important bulletin was sent out recently by George W. Hopkins, vice-president and general sales manager of the Columbia Phonograph Co., to the company's branch managers under the heading of "Advertising by Radio." This bulletin stated in part as follows: "Radio grows bigger and more people listen in every night. Sometimes they happen to hear something they would like to hear again and to do that they must buy a phonograph record of what they have heard. This lifts the freezing lid of many a long-forgotten phonograph.

"It is the Columbia policy to help make people like what they hear over the radio. We are going to teach them that they need Columbia records to hear what they like best, whenever they want to hear it. Beginning Tuesday, December 4, and following on Thursday, December 8, and every Tuesday and Thursday thereafter, the WEAf broadcasting station (the American Tel. & Tel. station) will broadcast an exclusive Columbia artist or organization, announced and advertised as such. Broadcasting time from 9:15 to 9:30 p. m. They will broadcast right from our own recording studios and advertise that fact."

ARTHUR J. WALSH GETS NEW POST

Well-known Edison Executive Appointed Manager of Music Department—Will Direct Artist Division in Addition to His Other Duties

Arthur J. Walsh, who has for many years occupied prominent positions with Thomas A. Edison, Inc., was appointed the last week in November to the very important post of manager of the music department, where he will direct the artist division of the Edison business, as well as the selection of the music to be recorded. Mr. Walsh will continue to hold the portfolios of the advertising and publicity departments which have hitherto fallen upon his shoulders. His new office is located in the laboratory of Thomas A. Edison.

APPOINTED DE FOREST JOBBER

Progressive Musical Instrument Corp. to Distribute DeForest Products—Well Qualified to Co-operate With the Retail Trade

The Progressive Musical Instrument Corp., 311 Sixth avenue, New York, well-known jobber of musical merchandise, announced to its trade this week that it had been appointed a distributor for the products of the DeForest Radio Tel. & Tel. Co. The company is planning to inaugurate an aggressive sales campaign in behalf of DeForest Radiophones and several unusual merchandising ideas will form an important part of this campaign.

This company is ideally equipped to give DeForest radio products splendid representation, as the executives of the company are well known in the musical field, and the company at the present time is distributing a very large amount of musical merchandise among the leading phonograph dealers. A complete stock of DeForest products already has been delivered and dealer accounts are being established rapidly. The unique merchandising plan sponsored by the DeForest Radio Tel. & Tel. Co. in the introduction of Radiophones in the music industry has met with marked success and the Progressive Musical Instrument Co. is making plans to co-operate with the manufacturer in every possible way.

This important broadcasting program opened on Tuesday, December 4, as mentioned in Mr. Hopkins' bulletin, with the California Ramblers as the artists. Lester L. Leverich, advertising manager of the Columbia Phonograph Co., introduced the organization, and judging from the enthusiastic reports received at the Columbia offices, the performance was heard and enjoyed throughout the country. Columbia branch managers received enthusiastic reports from their dealers who "listened in" on the Columbia broadcasting and there is every reason to believe that the plan will prove a decided success. Quite a number of the dealers commented upon an increased activity in the sale of Columbia records made by the California Ramblers, indicating that Mr. Hopkins' views as to record sales being favorably influenced by radio broadcasting are sound and logical. The Columbia Co. has been congratulated upon its initiative in arranging for radio broadcasting by exclusive Columbia artists and it is stated that this is the first instance where a phonograph manufacturer has sponsored radio broadcasting as a trade-building media from its own recording studios and advertised it as such.

H. DON LEOPOLD IS ADVANCED

Popular Brunswick Record Manager Will Assume New Duties in Chicago—Attained Marked Success With New York Branch

Harry A. Beach, manager of the Eastern phonograph division of the Brunswick-Balke-Collender Co., announced recently that H. D. Leopold, for the past six months record order department manager of the New York branch, had been promoted to an important post in the advertising department of the Brunswick Co.'s executive offices in Chicago. Mr. Leopold, who completed his duties in New York on December 8, leaving for Chicago immediately, is one of the most popular and capable members of the Brunswick phonograph division and is generally recognized as an exceptionally efficient record man.

Many New Orchestras Recording for Victor Co.

Various Popular Organizations Specializing in Dance Music Have Been Placed Under Contract to Make Victor Records—Some Other New Recording Artists

In line with its policy of continually augmenting its library of distinguished artists in the classical field of music and its roster of outstanding celebrities in the popular and novelty field of music, the Victor Talking Machine Co. has recently announced a number of very important additions to its staff of artists.

The newcomers in the operatic and classical library of Red Seal artists include Richard Crooks, Rosa Ponselle, Landowska, Sura Cherkasskay and the St. Louis Symphony Orchestra.

In the field of popular music the most important new acquisitions are Waring's Pennsylvanians, Barney Rapp and His Orchestra, the Garber-Davis Orchestra, Silverman and His Orchestra, Moss & Frye and the Bethel Jubilee Quartet, all well-known aggregations.

In addition to the artists and celebrities mentioned above, some of whose records have not yet been released, but all of whom have already made recordings, the other important newcomers into the Victor catalog who have made their debut during 1923 are as follows:

In the Red Seal field—Charles Trowbridge

MANUFACTURERS FORM ASSOCIATION

American Phonograph and Allied Musical Manufacturers' Association Born at Hotel McAlpin Meeting—To Disseminate Credit Data

At a luncheon held on Thursday, December 6, at the Hotel McAlpin a new association was formed in the talking machine industry, known as the American Phonograph & Allied Musical Manufacturers' Association. The plans of the Association, as announced, are extensive and for the present the scope of work will be largely credit research information and advice. The object of the Association is to reduce the percentage of losses through unscrupulous dealers holding up payments when due; taking unfair discounts, and many other unjust practices.

The Association plans to do away with these evils and believes that putting business on a constructive basis will benefit the honest dealer as well as the manufacturer. It is planned that the members report to the Association every dealer who does not pay his account when due and the reason given, if any; the taking of a discount beyond the stated period; also any rumors concerning dealers, whether they are interested in them or not. The Association, in turn, will furnish to its members the above information. Exhaustive reports covering any special features regarding any dealer, wherever located, will be furnished on demand. Through specializing in one field and economy of operation it is expected to put collection charges at a much smaller figure than could be obtained outside. Where bankruptcy is inevitable it will be endeavored, through the weight of the Association, to appoint worthwhile men as receivers, referees and trustees. It is stated that the Association is not interested in prices charged, but solely interested in giving positive information to the manufacturer in reference to dealers.

At the initial meeting ten were present who were representatives of some of the most prominent houses in the industry. They practically unanimously agreed on the need of an association of this character. Another meeting will be held at an early date to elect officers and proceed with the work. Headquarters for the Association will be established in the Bowery Savings Bank Building, Park avenue and Forty-second street.

Tittman, Claire Brookhurst, Jose Mardones, Miguel Fleta, Hazel Gertrude Kinscella and Della Baker.

As popular artists—Lou Holtz, Belle Baker, Will Rogers, Henry C. Gilliland, Eck Robertson, the Duncan Sisters, Sissle & Blake, George Hamilton Green, Brooke Johns, Eddie Hunter, Georgie Price, Victor Arden and Phil Ohman.

In the orchestra division—Charles Dornberger and His Orchestra, the Collegians, Whitey Kaufman's Original Pennsylvania Serenaders, Arthur Gibbs and His Gang, Memphis Five and Jack Chapman and His Drake Hotel Orchestra.

This, so far as is known, is the first public recapitulation of the Victor artists who have been acquired during the current year and it certainly indicates, in a very impressive way, that the Victor Co. is continuing in a vigorous and comprehensive manner to steadily and extensively augment its library of music by recording the talent of the leading artists and musicians from every division of the realm of music.

Effective Lighting Helps Window Display

Edgar L. Mills Descants on Scientific Principles of Window Lighting and Tells How Talking Machine Displays Can Be Aided

The present-day efficiency in window dressing or in displays of any kind depends in a measure upon the skill with which that display is lighted. It is entirely possible to arrange a fine window or show case and yet to get small results from it because the light may be dull or yellowish in cast. Or the light may glare, so as to force onlookers to glance quickly away. Or the display may be darkened by the surroundings to such an extent that the goods do not show off well at all. Or, again, plate glass reflections thrown inward by the sunlight, or powerful street lights, may completely confuse the outlines of the articles shown, or produce a dazzling effect most uncomfortable to experience.

In order to remedy these conditions, lighting or illuminating engineers have given the matter a great deal of study and have worked out principles of successful lighting which should be considered and employed. In fact, the merchant who lights his displays properly has a distinct advantage over those who neglect this important selling factor.

It is now acknowledged that display portions of a retail business, and especially the windows, represent the most valuable space in the whole establishment. This being the case, it is extremely important that the lighting effects be such that the displays will work for all they are worth twenty-four hours in the day.

Size and Character of Window Govern Lights

The experiments of the engineers referred to prove that windows of different shapes and sizes call for different kinds of lighting units. For example, if the window is deep, but rather low, the light must be softly diffused downward. Many windows are of the double-deck variety and are not more than five or six feet in height. Such windows are best lighted by rather small electric lamps of about 50 watt capacity and having scooped-shaped reflectors which will flood a window of the size and shape described with even and bright light. Show cases, bulletin boards and both outside and inside signs which are not too large will be illuminated successfully by reflectors of this character.

On the other hand, a low window which is quite shallow and does not reach back very far calls for a lamp of about the same size with a different shape reflector. In this case one

of the hooded type is better, distributing the light in such a manner as to avoid a glare. The small, hooded light is not only desirable in the low, shallow window, but it is also very appropriate for illuminating wall cases and wall fixtures, which all too often are left in the shadows.

The need for such a light is indicated where we require concentration. Many shallow windows and cases are met where the depth is only about from 60 to 70 per cent of the height. Ordinarily, the lighting of such windows is difficult, but the hooded light will bring the contents of the window into pleasing prominence. The light in this case is all directed downward, and so the installations are in the upper part of the window or case.

Larger windows employ the same principle, only larger reflectors are used. These reflectors are not all alike for the large windows. One kind throws the light into about the middle of the window space and is especially designed for a display which is trimmed high up. Another reflector throws the light to the window base and is intended for use when the display is arranged on a low or flat plan. These different reflectors may be procured and used at will. And there is also a very interesting color attachment by means of which the window space may be diffused with golden, violet, pink or purple light at will.

Overcoming Reflections

It would seem as though this would take care of all of the needs of the light situation, but not so, for we have not yet met those difficulties caused by reflections. Some dealers have been much distressed by this sort of thing—their windows being almost spoiled for display purposes. For this reason, a light which will overcome the trouble is a real boon. One has been perfected which, by means of a 500 watt lamp Mazda "C," will completely flood the window with an expanse of soft, agreeable illumination.

Next, the reflector is so arranged that this same lighting unit throws a spot light, wherever desired, of startling clearness. This spot light beam is claimed to develop 50,000 candle power, so it is obvious that any article displayed in the window upon which this spot light is trained or turned will show up in the plainest manner

possible. Moreover, any reflections from the outside are completely neutralized and passers-by will be halted almost in spite of themselves. This new lighting principle is most interesting, as those employing it literally flag the public, and an establishment so lighted will stand out from among a whole street full of other establishments with the ordinary lighting equipment.

This flood light with a center beam is especially adapted to both white and colored lighting in display windows, to the lighting of special, interior show cases, or for the protection of an establishment during the night. A firm which has had its safe broken open more than once now wheels the safe into the sight of the street and turns a spot light on it. Burglars would hardly dare work under such conditions. These lights are also valuable for anything in the way of a spectacular demonstration or where it is desirable to gain special attention to one or more objects in the midst of lighted surroundings.

Economy in Good Lighting Fixtures

Some will claim that they cannot afford to put in more efficient lighting fixtures. But the question arises as to how much in actual dollars and cents is lost by not doing it, and whether the business prestige sacrificed is not a heavy price to pay for a tendency to cling to the old and out-of-date.

In many places such as the business office or where certain kinds of goods are to be examined close at hand, an indirect light is most agreeable to the eye, being restful and soothing, and having the advantage of being shadowless.

Whatever the needs of the occasion, there is the right kind of light to fill the bill, and with a long season ahead when night settles down early and there are many dull days, when artificial illumination is needed, the matter of lighting so as to actually develop business because of it is a matter which should receive a full measure of attention. There is no time like the present and the only way to do a thing is to do it.

Privacy in radio communication, by means of a standard land line printer-telegraph machine, was demonstrated recently by Chicago experts before the annual convention of the Association of Railway Electrical Engineers.



Tidings of the Season to
all our patronage

New York Album & Card Co., Inc.

NEW YORK
23-25 Lispenard St.

CHICAGO
415-417 S. Jefferson St.

Pacific Coast Representative: Munson-Rayner Corporation { 643 South Olive Street, Los Angeles, Calif.
86 Third Street, San Francisco, Calif.

Victor supremacy is the supremacy of performance



Victrola VI, \$35
Mahogany or oak



Victrola IX, \$75
Mahogany or oak

That is why the truly great artists of the present generation in ever-increasing numbers are found among the ranks of famous Victor artists.



Victrola No. 105
\$180
Mahogany or walnut



Victrola No. 125
Mahogany, \$275; Electric, \$315
Walnut, \$325; Electric, \$365



Victrola No. 210
\$100
Mahogany or walnut



Victrola No. 300
\$250
Electric, \$290
Mahogany, oak or walnut



Victrola No. 410
\$300
Electric, \$340
Mahogany



Victrola

REG. U. S. PAT. OFF.

Look under the lid and on the labels for these Victor trade-marks
Victor Talking Machine Company
Camden, New Jersey

LAMBERT FRIEDL WITH ADLER MFG. CO.

Prominent Wholesale Executive Appointed Vice-President and General Sales Manager of Southern Manufacturing Concern—Will Market Complete Trade-marked Line of Phonographs—Headquarters in New York

Lambert Friedl, manager of the talking machine department of John Wanamaker, New York, and one of the most popular and capable members of the talking machine trade in the East, has been appointed vice-president and general sales manager of the Adler Mfg. Co., Louisville, Ky. Mr. Friedl resigned his present position on December 1, but will probably stay with the Wanamaker institution for a short while pending the appointment of his successor. He is leaving with the good-will of the entire Wanamaker organization, where he won the



Lambert Friedl

esteem and friendship of his co-workers during the year he was in charge of the department.

The Adler Mfg. Co. is well known in manufacturing circles, as for a number of years it has manufactured a complete line of pianos, organs and phonographs. The company maintains a very large plant at Louisville, which is recognized as one of the most complete and up-to-date woodworking factories in the South. Cyrus L. Adler, president of the company, is prominent in commercial and civic activities in

Louisville and has been the dominant factor in the tremendous success achieved by the company. Mr. Adler visited New York several times to confer with Mr. Friedl and as a result of these conferences arrangements were closed covering a long period of years.

As vice-president and general sales manager of the Adler Mfg. Co. Mr. Friedl will maintain headquarters at 881 Broadway, New York. He will be in complete charge of the company's phonograph merchandising and his plans provide for the manufacturing and marketing of a trade-marked line of instruments that will be original and distinctive throughout. These phonographs will be distributed through district sales representatives in the large cities, selling through responsible dealers. With the completion of his plans Mr. Friedl expects to get in touch with well-known wholesale men in the metropolitan centers with the idea of developing his distribution. Cabinet designs are being made under his personal supervision and the mechanical equipment will also be individual in many respects.

In securing the services of Mr. Friedl as vice-president and general sales manager the Adler Mfg. Co. is to be congratulated, for Mr. Friedl is one of the most experienced and successful members of the wholesale talking machine trade. For many years he was associated with the Columbia organization, having been manager of the company's Pittsburgh branch, and for a number of years manager of the New York branch. In the latter position, the most important in the Columbia branch organization, he attained phenomenal success, winning the hearty good-will of the dealers in metropolitan territory and attaining record-breaking sales totals for this product. In his new field of endeavor Mr. Friedl will have ample opportunity to utilize his exceptional knowledge of talking machine merchandising and distribution, and will be in a position to work in close co-operation with his host of dealer friends all over the United States.

ANNOUNCES UNIQUE SALES PLAN

General Phono. Corp. Introduces Original Sales Idea—Will Give New Odeon Record to Any Member of the Trade Requesting It

One of the most unique selling plans introduced in the record trade this year is a campaign announced this week by the General Phonograph Corp., New York, in behalf of Odeon records. In order to give the trade an opportunity to appreciate and understand the musical merits of these records and their sales possibilities, the company has offered to give to every member of the trade who requests it a new Odeon record featuring the "Blue Danube Waltz" and "Schubert Serenade." The record is presented without charge and it is expected that this unusual sales drive will serve to introduce Odeon records to the trade in every city and town throughout the country.

NEW EDISON PHONOGRAPH CATALOG

To Be Released During Latter Part of December for Consumer Distribution by Dealers—An Attractive Piece of Catalog Publicity

Thomas A. Edison, Inc., will issue the latter part of December a new type of catalog, featuring the various models of the New Edison. This catalog is printed with a handsome cover in blue and brown, the sole decoration on the cover being the new trade-mark slogan "The New Edison—Comparison With the Living Artist Reveals No Difference." The first page inside is devoted to a special message signed by Thomas A. Edison, which reads "I should like to have you listen to my phonograph—The New Edison—in side-by-side comparison with any other phonograph before you purchase." The next page is devoted to the same idea, namely, an enlargement of the idea of why the

Let's Do It!

Let's Make

1924

A New Year,
A Better Year,
A Happier Year,
A Progressive Year,
A Hundred Per Cent Year,
And

Let's Make

Our Minds Keener,
Our Hearts Kinder,
Our Impulses Wiser,
Our Bodies Stronger
In 1924!

Edison Co. feels it behooves the purchasing public to make a comparison with other instruments before making a final decision. The entire responsibility is placed upon the prospective buyer to decide for himself what he believes to be the best instrument.

On each of the following pages one model of the New Edison is illustrated and beneath the illustration are specifications relating to the model pictured. The final sentence on each page is "The New Edison Costs No More Than Ordinary Phonographs." There are fourteen models featured and a price list is inserted in the back. The inside is printed in brown duo-tone ink over a light blue tint block which covers practically the entire page.

COLUMBIA CHRISTMAS RECORDS

Under the heading of "Columbia Christmas Records," the international record department of the Columbia Phonograph Co. issued recently a handsome two-colored window hanger, featuring Christmas records in various languages. An appropriate illustration formed the centerpiece of the display and among the records in the "E" series that were listed were selections in the following languages: Bohemian, Danish-Norwegian, Finnish, French, German, Greek, Hollandish-Dutch, Hungarian, Italian, Lithuanian, Polish, Russian, Slavish, Swedish and Ukrainian.

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL

Sales Value

Every model in the Sonora line gives the purchaser maximum value and absolute satisfaction. The SONORA Dealer can merchandise this quality product with assurance and confidence for he is selling

The Highest Class Talking Machine in the World

The Sonora Phonograph-Ohio Co.,
417 Bulkley Bldg., Cleveland, Ohio
Distributors for Ohio and Kentucky

In
CLEVELAND
and OHIO



His Master's Voice

—for



His Master's Voice

V
I
C
T
O
R

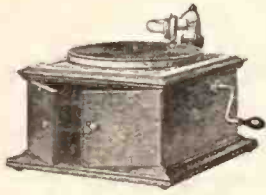
His Master's Voice

—it's the
CLEVELAND
TALKING
MACHINE CO.

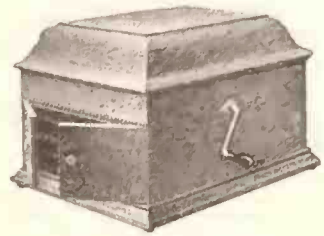
1105 Oregon Avenue

Cleveland, O.

Victor supremacy is the supremacy of performance



Victrola IV, \$25
Oak



Victrola VIII, \$50
Oak

Dealers in Victor products handle a known quantity—a line of products that has demonstrated its worth by a quarter-century of actual accomplishments.



Victrola No. 100
\$150
Mahogany, oak or walnut



Victrola No. 111
\$225
Electric, \$265
Mahogany, oak or walnut



Victrola No. 220
\$200
Electric, \$240
Mahogany, oak or walnut



Victrola No. 330
Mahogany, \$350; Electric, \$390
Walnut, \$415; Electric, \$455



Victrola No. 400
\$250
Electric, \$290
Mahogany



"HIS MASTER'S VOICE"

Victrola

REG. U. S. PAT. OFF.

Look under the lid and on the labels for these Victor trade-marks

Victor Talking Machine Company

Camden, New Jersey

Record Specialties Open New Sales Field

Health Records and Those Designed for Amusement and Education of Children Are a Big Source of Revenue if Intelligently Exploited

There is a wide open sales field in the talking machine record business to-day which comparatively few retailers are taking advantage of to the greatest extent possible. This field consists of the various record specialties which have made their appearance on the market, and which are now handled by many retailers throughout the country. These consist of exercise records and various types of recordings designed especially for the amusement and education of children.

Successful Health Record Drive

Every man, woman and school child is a prospect for the former—health records—and the dealer who handles one or more lines of these recordings has an opportunity of augmenting his profits to a considerable degree if intelligent sales effort is put behind them. A plan of procedure in bringing its health records before that portion of the public which would be most likely to quickly see the advantage of exercising to music was recently put in effect by the Davidson Bros. Co., live dealer of Sioux City, Ia. The method used, as outlined for *The World* by Fred J. Shamp, manager of the talking machine department, follows:

"We desired to bring our health records to the attention of the lunch clubs of the city. In order to do this we first of all had a young lady, who, incidentally, happened to be related to a prominent member of the Rotary Club here, make arrangements for a demonstration at a luncheon of that club. This first effort was so successful that demonstrations have since been given in the Lions and Kiwanis Clubs by request of these organizations. It was handled in this way:

"Our demonstrator went through the first record alone, after having made a few appropriate remarks, descriptive of the nature and purpose of the records. When the playing of the first record had been completed the demonstrator requested the members to take off their coats and go through one of the exercises with her, and before she was through practically every man in the dining-room was going through the exercises. They went through all except the floor exercise, which obviously could not be done in a public dining-room.

"These organizations did not permit us to have any sign or make any reference announcing where the records came from, but one of our salesmen who has been connected with the house for twelve years went along to operate the talking machine, and in this indirect way we think every one in the place knew who was staging the demonstration. No attempt to sell records was made at that time, but a number of sets have been sold to club members since the demonstration, and we haven't the slightest doubt but that it was one of our best publicity stunts."

There is a successful plan in a nutshell—one that can easily be staged by any dealer with energy enough to go out after business. This stunt has the added advantage of making an appeal direct to the business men of the community, who, in the majority of cases, are eager to keep the waistline down but do not care for too strenuous work and loss of time involved in regularly attending a gymnasium class. And, in addition, the dealer should not overlook the women and children in his advertising and sales drives. The window is probably the best me-

dium of bringing these records to the attention of the masses. A live demonstrator, some athletic young man or woman of the community, would prove a big drawing card.

The Demand for Children's Records

The children's records on the market, as almost every dealer knows, consist of two kinds—educational and recreational, although of the latter it may also be said that they possess a distinct educational feature. With this fact in mind the lines along which the retailer's campaign must be planned are plain. Every mother and father desires that their children develop mentally, and if the dealer can put the message strong enough that these records will serve that purpose under the guise of amusement his appeal, whether through advertising in newspapers, window displays, direct-mail or personal solicitation, will hit home to the parents of his community and sales will follow. In his sales-promotion work the dealer, however, must not overlook the children themselves. Interest the children in your product and the chances are that they will not rest until they have influenced their parents to the point of making a purchase. In this connection, also, the retailer can sell small talking machines, of the portable type, to go with the records. These small instruments are comparatively inexpensive and, because of the fact that children, when playing the records, find it difficult to reach the turntable of the larger instruments and the added danger of marring the finish of the more expensive models, little difficulty will be experienced in "selling" the adults on the idea of purchasing a small talking machine.

Special Children's Departments

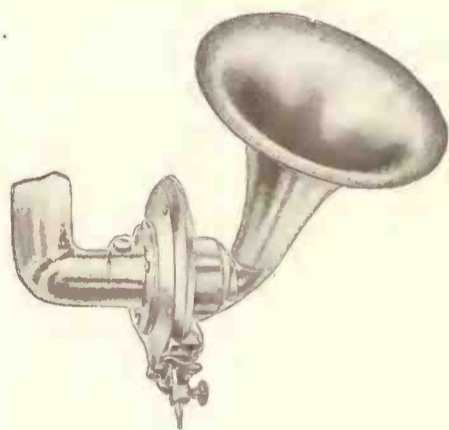
Some live establishments have even gone to the extent of setting apart a space in the store expressly for the display of these kiddie records and machines. The cost involved in setting aside a booth or part of the store and arranging the decorations and furnishings so that they will both appeal and be comfortable to the children is very small compared to the advantages which will be derived from such a course. One of the largest department stores in the East to do that very thing is Frederick Loeser & Co., of Brooklyn. This department was described in the Brooklyn section of the last issue of *The World* and dealers who contemplate doing something of a similar nature will do well to read it. The department is already a big asset to this store, as one will be to every other establishment. The children seem to take particular delight in visiting the store with their parents, and while the latter are purchasing their "grown up" records they play and look over the special talking machines and accessories which make such "grand" toys for fun-loving kiddies. Advertising by this firm has also intensified the interest of the parents and the number of sales already made in addition to the quantity of inquiries received has made this a paying proposition. A saleswoman of the maternal character is kept busy entertaining the children and explaining the merits of the products to the prospects.

Sales of Novelties Come Easy

Sales of specialties or novelties such as these are very easy to make, if, as has been stated, intelligence and energy are put behind the merchandising plan. After all, the talking machine dealer is out to make money. That is what he is in business for, trite and self-evident as the statement may sound. And it cannot be emphasized too strongly that where formerly adults and children of an advanced age were the only logical prospects for the retailer, to-day through these novelties a broad, new field is ready for development.

ADD-A-TONE

A Revelation in Sound Reproduction



NOT A LOUD SPEAKER

JUST the best sound-box with an amplifying arrangement assuring perfect reproduction of the voice and music without "blast" or distortion. Put up in a handsome box and sold in the best phonograph shops in all parts of the globe.

Incomparable for Dancing

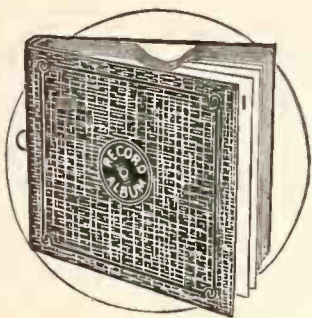
"If you haven't heard the **ADD-A-TONE**
you haven't heard your machine."

UNIQUE REPRODUCTION CO., Inc.

32 Union Square

NEW YORK

Cable Address: **ADD-A-TONE, N. Y.**

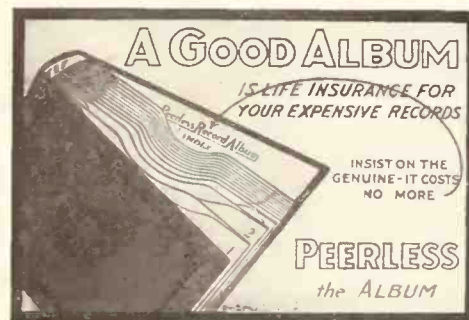


Good Will

More than all else does Peerless cherish the good will of its ever-increasing number of patrons. The dollars and cents return is of secondary importance compared with the growth of our clientele, in which respect the closing year was monumental.

There is deep satisfaction and a feeling of pride in welcoming so many new customers.

With a full realization of our responsibility for the maintenance of quality, service and a square deal, we wish to extend the Season's Greetings—to our patrons and to the entire industry—and best wishes for a banner year in 1924.



A postal will bring this sign to you in the next mail—write

PEERLESS PRODUCTS

DeLuxe Record Albums
 All Grades of Record Albums
 "Big Ten" Albums
 Record-Carrying Cases
 Interiors for Victrolas
 Interiors for Phonographs

Classification Systems for Albums
 Record Album Sets for
 All Make Machines
 Record Stock Envelopes
 Record Delivery Bags
 Supplement Mailing Envelopes
 Photograph Albums

Write us for Quotations on Special Grade No. 6 Album

Peerless Album Company

PHIL. RAVIS, President

WALTER S. GRAY CO.
 Pacific Coast Representative
 San Francisco and Los Angeles

636-638 BROADWAY
 NEW YORK

L. W. HOUGH
 146 Mass. Avenue
 Boston, Mass.

The TALKING MACHINE WORLD

For the makers & sellers of talking machines

(Registered in the U. S. Patent Office)

PUBLISHED BY EDWARD LYMAN BILL, Inc.

President and Treasurer, C. L. Bill, 383 Madison Ave., N. Y.; Vice-President, J. B. Spillane, 383 Madison Ave., N. Y.; Second Vice-President, Raymond Bill, 383 Madison Ave., N. Y.; Sec'y, E. L. Bill; Ass't Sec'y, L. E. Bowers; Ass't Treasurer, Wm. A. Low.

J. B. SPILLANE, Editor

RAY BILL, B. B. WILSON, BRAID WHITE, Associate Editors

C. R. TIGHE, Assistant Editor

LEE ROBINSON, Business Manager

F. G. SANDBLOM, Circulation Manager

Trade Representatives: V. D. WALSH, E. B. MUNCH, ROBERT C. ANDERSON, JR., A. F. CARTER, C. CHACE, EDWARD LYMAN BILL, A. J. NICKLIN

Western Division: Republic Building, 209 So. State Street, Chicago, Ill. Telephone, Wabash 5242. **EUGENE F. CAREY, Representative**

Boston: JOHN H. WILSON, 324 Washington Street

London, Eng., Office: 2 Gresham Building, Basinghall St. **W. LIONEL STURDY, Mgr.**
The Talking Machine World has regular correspondents located in all of the principal cities throughout America.

Published the 15th of every month at 383 Madison Ave., New York.

SUBSCRIPTION (including postage): United States, Mexico, \$2.00 per year; Canada, \$3.00; all other countries, \$4.00 Single copies, 25 cents.

ADVERTISEMENTS: \$5.50 per inch, single column, per insertion. On quarterly or yearly contracts a special discount is allowed. Advertising pages, \$150.00.

REMITTANCES should be made payable to Edward Lyman Bill, Inc., by check or Post Office Money Order.

NOTICE TO ADVERTISERS—Advertising copy should reach this office before the first of each month. By following this rule clients will greatly facilitate work at the publication headquarters.

Long Distance Telephones—Numbers 2642-3-4-5-6-7-8 Vanderbilt
Cable Address: "Elbill," New York

NEW YORK, DECEMBER 15, 1923

LOWER TAXATION WILL INCREASE PROSPERITY

PRESIDENT COOLIDGE, in his annual message to Congress on December 6, declared himself emphatically in favor of a general reduction in Federal War Taxes, in accordance with the plan outlined by Secretary of the Treasury Mellon, and presented the following sound ideas on the subject: "Being opposed to war taxes in time of peace, I am not in favor of excess-profits taxes. A great service could be rendered through immediate enactment of legislation relieving the people of some of the burdens of taxation. . . . High taxes reach everywhere and burden everybody. . . . They diminish industry and commerce. They make agriculture unprofitable. They increase the rates on transportation. They are a charge on every necessary of life. Of all services which the Congress can render to the country I have no hesitation in declaring this one to be paramount. The country wants this measure to have the right of way over all others."

The members of the talking machine trade will do well to join wholeheartedly with the business men and the public of the country generally in supporting the President and the Secretary of the Treasury in putting through the plan for the proposed reduction of Federal taxes amounting to something over \$300,000,000. It will take heavy pressure to keep the question from being hidden in Congress by a political smoke screen.

A direct reduction in taxes is not only going to save the business interests of the country considerable money, but will put the public generally in a better frame of mind and should have the psychological effect of stimulating sales. There is no question but that many individuals whose tax saving under the proposed cut will not exceed \$5 a year will feel that they are entitled to spend \$50 in celebration of the event.

Various Senators and Congressmen with an eye to the folks back home have already announced that they will fight energetically for the passage of the Soldier Bonus Bill and intimate that the proposed saving in taxes, if put into the bonus instead of being lifted from the shoulders of the public, will take care of the financial demands of the veterans or at least that proportion of them that seek the bonus. The fight for the bonus as it stands now,

regardless of the rights or wrongs of the question, is unquestionably a political move, and the business men should see to it that it is kept to itself and not coupled with the tax reduction question.

The main thing is that pressure must be brought to bear on Senators and Congressmen to insure the putting through of the tax reduction program, regardless of what is done about the bonus. It is certain that the politicians in Washington are not going to let upward of \$300,000,000 get out of their grip without a fight. The orgy of spending has been too joyous to be curtailed.

LEARNING A LESSON FROM HOLIDAY ACTIVITY

AS this issue of The World reaches its readers the annual holiday buying rush is in full swing, and it is already evident that this year, as in previous years, talking machines and records are holding their own as Christmas gifts. There is a valuable lesson in this annual holiday campaign, especially as regards the talking machine business, if dealers will only realize it. For weeks, and in some cases for several months, prior to Christmas the trade generally makes comprehensive plans for determined business drives. Every method of bringing talking machines and records to the public is utilized, and no pains or expense are spared in making these drives a success from the standpoint of sales volume.

The questions arise: Why shouldn't this aggressive sales policy be continuous? Why should it be confined to a season? Why shouldn't the volume of business during the post-holiday period be larger than it customarily is? Just as in the Summer months when dealers somehow cease all strenuous efforts in securing trade business gets into the doldrums during the early months of the new year, simply because little or no effort is made to go after sales. Advertising is kept to a minimum; selling efforts become order taking, and there is a general relaxation which makes poor business inevitable.

There must be something wrong in a merchandising system which permits of the discontinuance of effort when it is most needed. It sounds like a platitude or needless reiteration to emphasize that dealers must make consistent and continuous drives for business in order to succeed, but, nevertheless, it is the truth. Meanwhile business conditions were never better than they are at the present time, according to reports from all over the country, and if there are any complaints the condition is purely local and not general. Anyway, it is those dealers who are constantly striving for more and better business who are getting it. They are not the calamity howlers, they are the workers, and it is the workers that always win, provided there is intelligent direction behind the physical effort, and this prevails whether in selling, managing or controlling departments.

Before the next issue of The World reaches subscribers we will have entered the New Year, and a new chapter will have been opened in the history of the industry. What business records the talking machine dealers shall write on this page depends entirely upon themselves. There can be no resting upon past laurels. Each month of the new year must be made more profitable than the same period of 1923, and, in order to do this, the business campaign for 1924 must be launched, not in the Springtime, but just as soon as the holiday campaign ends, in order to take advantage of the momentum gained this year.

FEWER CHANGES IN CABINETS IN PROSPECT

ONE promised feature of the 1924 business to which both wholesalers and retailers are looking forward with a certain degree of satisfaction is the likelihood that there will be comparatively few changes in cabinet styles for the next few months at least and that the catalogs of the manufacturers, so far as the machines are concerned, are considered more or less stable and fixed for a considerable period.

It is true that changes in design reflect the progress of the industry and indicate that it is keeping abreast of the demands of the public. During the last couple of years these changes have been frequent and, although unquestionably designed for the better, have kept the retailers, and for that matter the wholesaler, in a state of anxiety regarding what to order and what not to order for the purpose of meeting future requirements.

The problem has not been that of taking care of stock made obsolete by the introduction of new styles, for the changes have not been sufficiently radical to bring about that condition. The dealer

has hesitated, however, about ordering as generously as he might in the fear that there might be something introduced in the near future that would prove more readily salable and be a better proposition for him and his trade.

From the manufacturing angle, too, frequent changes in styles are calculated to interrupt factory routine and contribute in a certain degree to the scarcity of desirable models. It is a recognized fact that several thousand machines of one particular model can be turned out much more rapidly than a similar number of machines made up of a half dozen models, all requiring readjustment of machinery, working forces, etc.

The majority of the leading lines are now well balanced, with machines calculated to meet practically every normal demand of the buyer and, although there probably will be some minor changes designed, it is doubtful whether there will be any marked changes in styles themselves in the near future, at least.

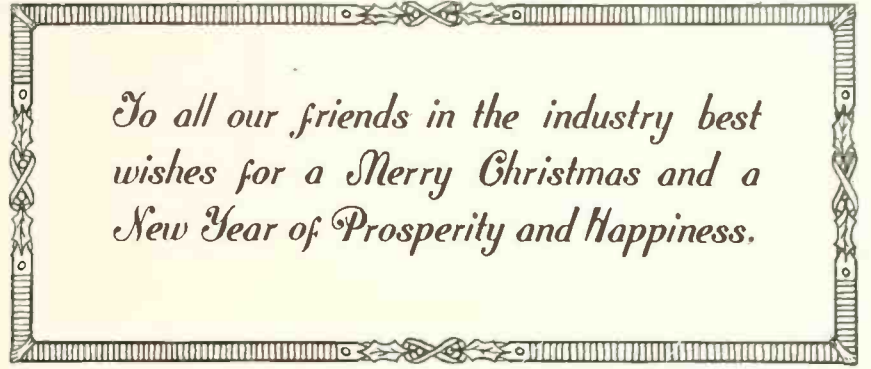
SUPPORT FOR THE PRICE MAINTENANCE BILLS

MEMBERS of the talking machine industry should take more than a passive interest in the campaigns now being developed among many groups of business men for the purpose of supporting the price maintenance bills scheduled to come up before the new Congress which opened last week.

The bills in question are the Kelly-Stephens Bill, known as H. B. 11, and the Merritt Bill, known as H. B. 13494. Although the two measures have been introduced by two Congressmen the aims of both are to provide needed protection to the manufacturers of trade-marked products through granting them the right to fix and maintain resale prices on their products. The bills, moreover, have been designed to avoid the possibility of encouraging monopoly, which should serve to kill the favorite argument of those who in the past have opposed such measures.

The Music Industries Chamber of Commerce has come out strongly in support of the measures, favoring both of them in the hope that at least one of the bills will be successful in passage. It might be well for the members of the talking machine trade to again endorse the price maintenance measures; as has been done on previous occasions, and then to get back of the bills actively, either through their own trade associations or in co-operation with the Chamber of Commerce.

A price maintenance law will not prove a panacea for all the ills of the industry, but it will at least serve to put a check on the



To all our friends in the industry best wishes for a Merry Christmas and a New Year of Prosperity and Happiness.

price cutter and the gyp artist and play a part in keeping a stable market for the products of standing and hard-earned reputation.

TRADE OPTIMISTIC OVER OUTLOOK FOR 1924

AS indicated by the symposium of opinions on existing conditions and future prospects in the talking machine trade presented in another section of The World this month, members of the industry as a whole—manufacturers, wholesalers and dealers—are in the main thoroughly optimistic regarding what 1924 promises for the trade.

The prophecies are based not alone on conditions within the industry itself, which are in the main favorable, but on the general business situation throughout the country, for it is realized that as the nation itself prospers so will the various industries therein develop along substantial lines.

As a matter of fact, the talking machine industry, and for that matter the music trade as a whole throughout the country, has enjoyed a greater volume of business in proportion than have some other lines of trade with which fair comparisons can be made. This situation is traceable to two things: first, the greater appreciation of music in every form that is evident everywhere and, secondly, the willingness and ability of the public to spend money for the purchase of music-producing instruments.

General predictions regarding business made a year in advance are often quite futile, but there are certain basic conditions upon which calculations may be founded with comparative safety and these conditions as they exist just now are distinctly favorable. Business clouds may appear during the coming twelve months, but there is little or no evidence of them right now, and what the trade makes of its opportunities depends largely on itself.



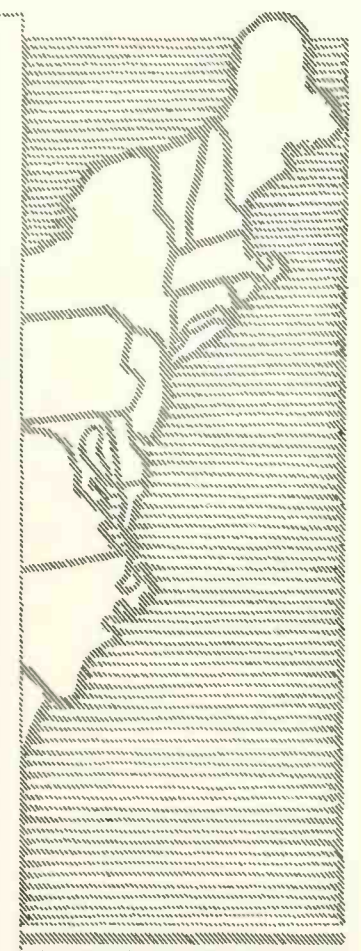
Sherman, Clay & Co.

*Victor Distributors
on the Pacific Coast*

*Victrolas Victor Records
Victor Accessories*

Main Wholesale Depot:
741 Mission Street, San Francisco, Cal.

Branch Wholesale Depots:
10th and Santee Streets, Los Angeles, Cal.
N. W. Corner 13th and Glison Streets,
Portland, Oregon
Oceanic Bldg., Cor. University and Post Streets,
Seattle, Washington
330 West Sprague Ave., Spokane, Washington



5 DISTRIBUTING DEPOTS for YOUR CONVENIENCE

New Customers Vital to Business Growth

Steady Influx of New Patronage Is the Life Blood of the Talking Machine Business—Practical Hints on Securing New Customers

"In my opinion one of the greatest problems for the dealer in the talking machine field to-day is the securing of new customers for machines." There is much food for thought in this statement by one of the most successful retail talking machine men in the East. Every dealer should sit down for a few moments and analyze himself and his business in this respect. Are you doing the business you should do in the sale of machines? Is your prospect list alive? Are you constantly adding new names of people who are really in the market for an instrument? And, if you have a good prospect list, are you actually going out to sell? These are a few of the questions with which every talking machine dealer should be concerned to-day. Side-stepping the issue will do no good. Almost every day it is being demonstrated in a manner leaving no room for doubt that the dealers who are going out for business in a systematic and determined manner are the ones in the territory they serve who are most successful. Those retailers who are constantly bleating about "business going to the 'bow-wows'" are the ones, in nine cases out of ten, who believe in the easy-chair route to sales. Of course, economic conditions may have a certain influence on business, but, taken as a whole, there is too much talk about "general slackness" and too little real mental and physical selling effort.

Get Into the Homes!

Get into the homes of the people in your neighborhood. Maybe it isn't as easy as sitting in the store waiting for the plums to fall into your lap—rare occurrence, indeed—but it is much more effective. In the columns of *The Talking Machine World* times without number there have appeared articles describing the experiences of successful merchants in the canvassing field. Don't say that your territory happens to be different and the same tactics will not go. It isn't different! The dealer who gets that fact firmly fixed in his mind and then gets to work will be on the right track and there will be no cause for regret. People are the same the country over, making slight allowance for local conditions. And the situation with which the dealer on Main street in Squeedunk is faced is not one whit different from the conditions faced by the retailer on Nth avenue, Bigburg. The slight difference in outlook between the small town and the big city or sectional peculiarities offer no obstacle, because, at least, the dealer should be familiar with the peculiarities of the people, taken en masse, with whom he does business.

A Case in Point

The methods of a certain live dealer, A. H.

Mayers, of New York, which are described in the following paragraphs should point the way for talking machine dealers in large cities as well as small towns. There is a certain merchandising principle involved which is universal in its application. This firm, by the way, is successfully bringing the message of the talking machine to about the most difficult people in the world to approach—the New York apartment dweller—blasé, indifferent and phlegmatic. The firm of A. H. Mayers has a prospect list numbering about 20,000 names. How did they get it? Not by sitting in the store, surely, although many of the names were secured in the store. Hard work did it. In short, whenever a person comes into the store and does not buy he or she is listed as a prospect if questioning discloses an interest in a machine. And this whether the inquirer does or does not own a machine. In addition, many of the names were secured by a thorough canvass of the entire neighborhood. The list is classified to the extent that owners of instruments are kept separate from non-owners. Then there is also a separate list made up of record customers and prospects. This latter is a mighty essential thing to the dealer who mails out record supplements and other literature. There is too much waste in postage and time in sending out literature to people who will no more visit the store to buy records and other things than a cow will ever be able to fly. Each week record supplements are sent to record prospects. To machine prospects a steady stream of literature goes forth and, in addition, the good old ringing of door bells does the work of reducing the prospect list by striking out the names of prospects who have become customers through the purchase of a machine.

Canvassing Isn't Easy

It is not an easy thing to get past the outer door of a New York apartment, but A. H. Mayers has overcome this problem through a very simple plan. According to A. A. Mayers, who has charge of the Broadway store of this concern, it pays to spend money to make money and it is very much worth while to spend a little money so that the salesman and canvassers are insured of a hearing. Here is how it is done. Novelties! Just little trinkets and handy little accessories for the home, inexpensive, but effective. For example, one of the stunts recently tried by Mr. Mayers was to purchase a quantity of milk bottle tops, a patented device enabling the housewife to pour milk from the bottle without spilling it all over the place. The salesman visited their prospects and in-

stead of beginning a sales talk in the usual manner they would ask if cow's milk was used. In most instances the answer was "yes." They then would present the novelty milk bottle top with the compliments of the firm. If the opportunity occurred they would do their best in trying to interest the prospect in a new machine. At any rate, the salesman received a courteous reception and they secured valuable information as to whether a machine was owned, its condition and the attitude of the prospect towards the purchase of a later model. In homes where there was no instrument, if any interest at all was exhibited in a talking machine, follow-up calls were made. Out of the ordinary, it is true, but just the same it brought home the bacon and the cost of the novelties was trifling compared to the returns in sales and good-will. Another stunt which this live dealer will soon put in effect is the distribution of 2,000 wood rulers to the school children in that neighborhood. The children will naturally take the rulers home and inasmuch as they will bear the imprint of the dealer a certain percentage of the adults will become familiar with the name of the live merchant in their neighborhood.

Indirect publicity, as in the case of the distribution of the rulers to school children, is bound to have a certain amount of influence with the children themselves, many of whom own and play musical instruments, but it is impossible to gauge the benefits accruing, which are cumulative.

Plenty of Prospects

There are plenty of prospects, but it is up to the dealer to dig them out. In this connection it is safe to say that no plan of adding names to the mailing list as well as actually bringing in new business is quite so effective as canvassing and outside selling. These are days of unparalleled competition among retail dealers. The consumer has a wide selection to choose from and there is little chance that any particular retailer will be selected by the prospective purchaser unless the name and business of the dealer are most familiar to the prospect—it pays to be known.

HYNDS, INC., CHARTERED

WILMINGTON, DEL., December 4.—Hynds, Inc., of this city, has been granted a charter of incorporation under the laws of this State with a capital of \$100,000. The concern will engage in the manufacture of musical instruments and radio receiving sets and accessories.

COMPARTMENT TO HOLD SIX RECORDS

HANDLE PUT ON TO STAY

AMPLIFYING TONE ARM DETACHABLE

WONDERFUL "ARTOIS" REPRODUCER

10 OR 12 INCH RECORD TABLE

STRONGLY CONSTRUCTED CASE

STRAPS TO FASTEN TONE ARM WHEN CARRYING

NEEDLE WELLS

POWERFUL SPRING WINDING ARM DETACHABLE FOR CARRYING

SPEED REGULATOR

STURDY LOCK FASTENERS

CONCEALED AMPLIFYING TONE CHAMBER

The MODEL "E" PORTABLE PHONOGRAPH

Artistic---Superior Tone Quality---Light Weight---Compact---Durable.

Not a Seasonal Portable.

By removing four screws, which hold the phonograph in the case, it is instantly converted into a table model.

A VERY DESIRABLE AND EXCLUSIVE FEATURE. PLAYS ALL RECORDS.

Write for Our Proposition

THE GENERAL PHONOGRAPH MFG. CO.
ELYRIA, OHIO.

To Those We Serve
 TO THOSE WHO SERVE US
 TO THOSE WHOM WE WILL
 EVENTUALLY SERVE

we extend our most sincere
 wishes for a
 Happy and Prosperous
 New Year

Everybody's
 TALKING MACHINE CO. INC.
 810 ARCH ST.
 PHILADELPHIA, PA.

*Makers of
 Honest Quaker Products

Holiday Greetings to all our friends.



Linking Up With Folk of the Footlights

W. Bliss Stoddard Tells How Live Dealers Made Capital of the Appearance of Favorites of the Stage, Screen and Concert Hall

There is a mysterious glamour about the people of the stage, concert hall and screen that makes whatever they use eminently desirable to other people, and the talking machine dealer who does not turn this to his own advantage is losing great opportunities for enviable publicity. The endorsement of a machine or a record by any footlights favorite immediately increases its popularity.

L. Grunewald, Ltd., New Orleans, La., never loses an opportunity to link its lines with visiting artists and has thus won a reputation for up-to-the-minute equipment. Two examples of this occurred recently. During Style Show Week Irene Castle, the famous dancer, gave public exhibitions of gowns and ballroom dancing. The firm immediately placed on view records of a number of the dance numbers. They also secured a picture of Miss Castle, which they ran in one of their advertisements, together with a fantastic dance design, and suggested that as such an eminent dance authority had chosen these selections no better ones could be found for dancing in the home and advised the purchase of records containing these numbers.

An even more successful stunt was pulled off by them during the visit of Belle Baker, an Orpheum headliner. Among the songs rendered by her were the new "I've Got the Yes, We Have No Banana Blues" and "Jubilee Blues" and as these had been recently released the firm secured the presence of Miss Baker at its store on Saturday from 1 to 2 p. m. and from 5 to 6 p. m. on Saturday, during which time she autographed all copies of these records sold. Crowds came to see the famous star, scores bought the records which they were delighted to have autographed by her and large numbers had an opportunity to see all the late records, as well as many standard ones, and while they were there took occasion to order what they wanted, so that the general as well as special sale of records was given a big boost. As in the case of Miss Castle, a photo of the vaudeville star was secured and run in their regular

advertisement, together with an announcement of the personal appearance of Miss Baker and the fact that she would autograph free her own particular song records.

Fitzgerald Music Co. Ties Up With Film Folks

The Fitzgerald Music Co., Los Angeles, Cal., in a somewhat similar manner utilized the popularity of Peggy Hamilton, the film star. The young lady created quite a sensation by appearing at a costume ball at the Hotel Biltmore, Los Angeles, in a court gown of white satin, the entire front of which was hand painted in a design which was an exact replica of the design on the Hotel Biltmore ballroom ceiling. With this gown was worn a Colonial wig each puff and curl of which was a different tint—green, pink, blue, gold and silver—manufactured by a local hairdresser. Fitzgerald discovered that Miss Hamilton had a phonograph, for which they were the agents, in her Los Angeles home and that she was very partial to it. Accordingly they secured the ball gown and wig and placed them on a wax figure retouched to resemble the little actress, and placed them in their window, beside one of their phonographs, with the caption "Miss Hamilton has this phonograph in her own home and prefers it to any other." Hundreds stop daily to see the costume and on reading her endorsement of the machine are prone to give it more favorable consideration on that account.

How Small-town Merchants Fall in Line

But what of the small-town merchant? Is he to lose out on much valuable publicity because these well-known artists do not come to his town? By no means. In these days of the silver sheet Harold Lloyd and George Arliss, Geraldine Farrar, Mabel Normand and Alice Brady come to Stringtown-on-the-Pike, as well as to Chicago and New York, and by finding their favorite make of instrument (and the manufacturers are only too anxious to give out the necessary information) it is an easy matter to display a picture of the star and inform the public both through window displays and the

newspapers that Miss Beauty, now appearing at the Palace Theatre, uses the Blank phonograph in her own home. The thing to do is to make the display timely, i. e., to have it in the day the picture is first shown, if not the day previous—as the sales value is far greater while the public is under the glamour of this particular artist.

Capitalizing All the Great Artists

One small-town music dealer capitalizes the names of all the great artists very effectively. The town is located only fifty miles from St. Louis and frequently when a great artist like Jascha Heifetz, or Mary Garden, or Sir Harry Lauder appears in that city the fact is advertised in the local papers. But whether this is done or not the proprietor keeps up with the appearance of the stars by reading the metropolitan dailies and whenever some particularly distinguished one is scheduled to appear he secures a program of the event in advance. This is easy to do, as all the concert bureaus are glad to send out programs upon request—and, in fact, to place any name on their list and send advance notices of all the concerts of the season. With this information in hand he reproduces the program on a large card, which he places in his window. Then he goes through his stock and selects records of the selections to be played, or sung, or spoken, and sets them in racks close to the glass with ribbons running from the records to the printed program. A second card suggests:

MARY GARDEN WILL APPEAR

At the Odeon, St. Louis, Friday, November 16

Do not fail to hear this wonderful artiste if opportunity occurs. BUT, for the benefit of those who cannot attend, we suggest the purchase of these records to be sung by the diva. By so doing you will be enabled to have a Mary Garden concert as often as you wish, without the trouble and expense of a trip to the city.

DANCE ORCHESTRA GIVES CONCERT

Garber-Davis Orchestra Appears at Lancaster, Pa.—Victor Artists Get Big Welcome

LANCASTER, PA., December 6.—The J. A. Troup Music House, of this city, Victor dealer, recently held a very successful concert in its recital hall, featuring Jan Garber and the famous Garber-Davis Orchestra, of Atlanta, Ga., exclusive Victor artists. Mr. Garber received an ovation from a capacity audience at the Troup recital hall, and after the concert was finished autographed a large number of Victor records for dance enthusiasts.

H. S. Maraniss, traveling representative for the Musical Instrument Sales Co., New York, Victor jobber, was responsible for securing the Garber-Davis Orchestra for the Troup recital and worked out every detail incidental to the event. This orchestra promises to be one of the sensations in the dance recording world, and at the ball given by the Talking Machine Men, Inc., in New York last month, Mr. Garber's organization was acclaimed by 1,500 dance enthusiasts as the hit of the evening.

B. FUTERNIK BRANCHES OUT

PHILADELPHIA, PA., December 7.—Benjamin Futernik, well known in talking machine trade circles in this city, has just opened a branch store. Mr. Futernik has been in the business for twenty-two years and has also developed his son and daughter into real talking machine enthusiasts. His present store at 140 North Eighth street will be retained and the new store, at 46 North Eighth street, will be operated as a branch. It will be under the supervision of his son and daughter. It is Unico equipped and exceedingly attractive.

January 1st 1925 ~ Where Will You Stand?

Let the keynote of the Year 1924 be "Success with Sonora". Then there will be no question as to where you will stand the first day of 1925.

"The Highest Class Talking Machine in the World" has gained thousands of new admirers during the past year and each will be a booster for 1924.

Exclusive Distributors for New York, Staten Island
and the Lower Hudson Valley



Greater City Phonograph Co., Inc.

234 West 39th Street Tel. Fitzroy 1446-7-8 New York City

Music Dealers Welcome This Wonderful Radio Merchandising Opportunity

The new Kennedy Radio Model V presents wonderful merchandising possibilities to *one* music dealer in each community.

It is the most recent development of the Kennedy Engineering Staff and sets a new standard in simplicity of operation—*one dial controls all tuning*. Anyone can operate this new Kennedy Model—without previous knowledge of radio. Any piano and phonograph salesman can sell it—without special training or technical experience.

Model V is furnished in a solid mahogany cabinet, very pleasing in design and desirable as a piece of furniture. The sloping panel has been placed at just the right height and angle to assure the greatest ease, comfort and precision in tuning.

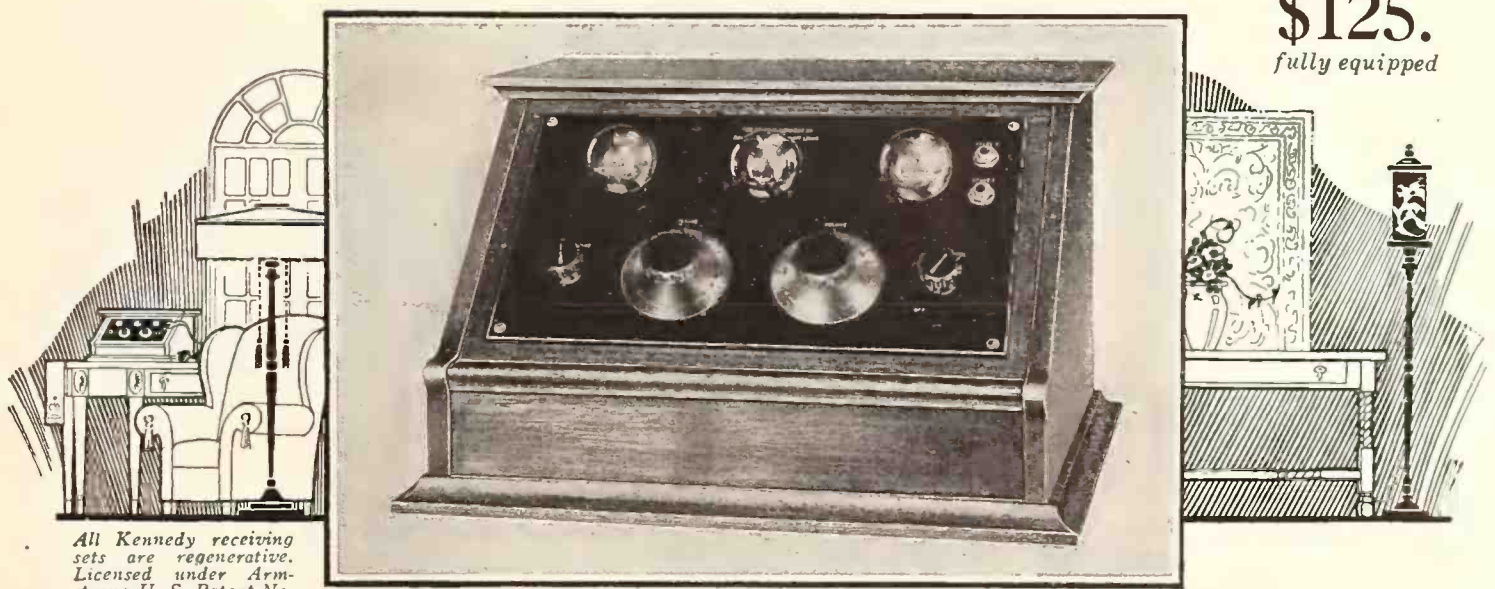
Aside from Model V, here illustrated, the new Kennedy Radio Furniture Models may be had in prices from \$285.00 to \$825.00, completely equipped. These more elaborate models follow correct period furniture designs and fit in with the most exquisite and tasteful surroundings.

The Kennedy merchandising policy is distinctly favorable to music dealers. It calls for the appointment of ONE music dealer in each community and assures a profit-building opportunity that is most desirable. Exclusive Kennedy music dealers are rapidly being selected—if your territory is still open we shall be glad to negotiate with you.

THE COLIN B. KENNEDY COMPANY

SAINT LOUIS

SAN FRANCISCO



All Kennedy receiving sets are regenerative. Licensed under Armstrong U. S. Patent No. 1,113,149.

K E N N E D Y

The Royalty  of Radio

These New Columbia

THERE is a twofold beauty in the New Columbia models that makes it easy for you to sell them.

First, there is the wonderful beauty of tone made possible by the New Columbia Reproducer. The most critical music lover will listen with amazement and marvel at the fidelity of tone and the absence of blare and blast.

Then there is the beauty of the cabinet itself. To see the New Columbia is to appreciate its value as a piece of fine furniture.

Think of this twofold beauty of the New Columbia as you plan for the coming year. Stock the complete line with assurance. The New Columbia will prove a sales-maker and a profit-maker for you.



Model 550—\$200

Has new three-spring motor with Automatic Start and New Non-Set Automatic Stop and new Reproducer. Finished in Brown Mahogany or Walnut, with all exposed metal parts in nickel. Shelves with complete set of albums for records. Tone-control leaves behind sliding panel.



Model 450—\$175

New four-spring motor with New Non-Set Automatic Stop and new Reproducer. Shelves with complete set of albums for records and an extra record capacity in the back of the cabinet. Finished in Red Mahogany, Brown Mahogany and Walnut, with all exposed metal parts in nickel. Exclusive tone-control leaves.



Model 440—\$150

New Reproducer. The new three-spring motor, with New Non-Set Automatic Stop. Albums for record storage. All exposed metal parts nicked. Finished in Red Mahogany, Brown Mahogany, Golden Oak and Walnut. Exclusive tone-control leaves.



Model 540—\$175

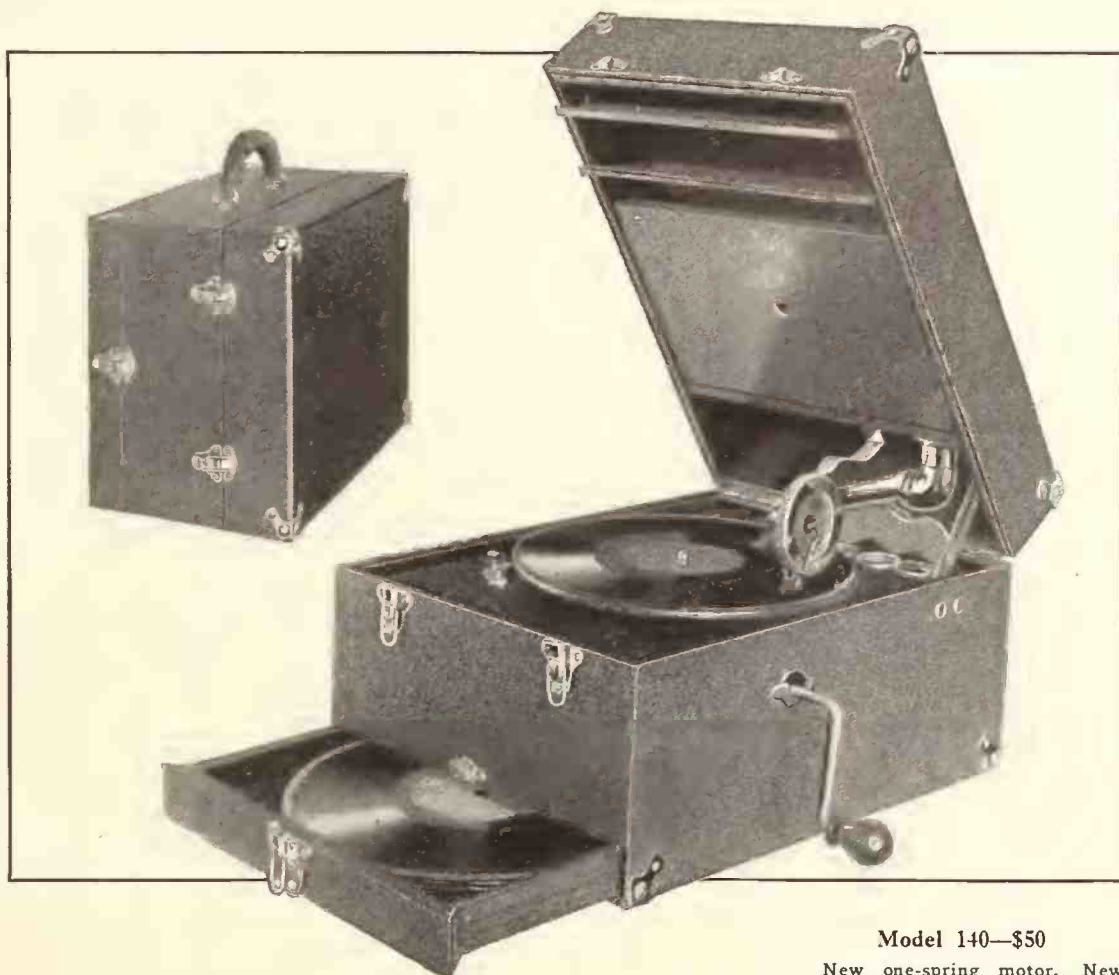
New three-spring motor with New Non-Set Automatic Stop and Reproducer. Finished in Brown Mahogany or Walnut, with exposed metal parts in nickel. Shelves for records. Tone-control leaves behind sliding panel.



COLUMBIA PHONOGRAPH

Models Invite Buyers

This is the New Columbia Portable which sells for only \$50. Without doubt it is the finest portable phonograph ever made. Are you displaying it to your trade?



Model 140—\$50

New one-spring motor. New Reproducer. Finished in black fabrikoid with nickel trimmings. Record drawer with a capacity for eight records. Exclusive tone-control leaves.

FROM the standpoint of construction and excellence of musical reproduction, the New Columbia Portable is in a class by itself.

Never have you listened to such splendid volume and tone from a phonograph of this sort. A demonstration to a customer is a sales argument that is irresistible.

There is a big sales field for this New Columbia Portable. It makes an ideal birthday, wedding or Christmas gift. It will delight the boy or girl who is away at school. Just the thing to take on a week-end party. Fine for the home, too. Take it into the sick-room or the nursery. You will also find that the Port-

able will appeal to people who live in furnished apartments and do not own any furniture, or whose living quarters have not the space for the larger models.

The New Columbia Portable is equipped with the new one-spring motor, the new reproducer and tone-control leaves. It is finished in black fabrikoid with nickel trimmings. There is a record drawer with a capacity for eight records.

It will pay you to push the New Columbia Portable. So display it—demonstrate it to those who own a phonograph as well as those who do not. You'll find it pays.

COMPANY * * NEW YORK

The ALBUM method EXCELS all other RECORD FILING systems EVER TRIED



SELECTING THEIR FAVORITES

To the Trade:

Our Record Album factory—all or any part of it—is at your command. Hundreds of customers can and will gladly testify as to the good quality of our production.

Our large and growing business is due to satisfied customers and repeat orders.

Imprint (firm name or trade mark) stamped on covers if desired when orders are sufficiently large to justify it.

OUR ALBUMS ARE MADE TO CONTAIN VICTOR, COLUMBIA, EDISON, PATHE, VOCALION AND ALL OTHER DISC RECORDS



THE PERFECT PLAN

NATIONAL PUBLISHING CO., 239 S. American St., PHILADELPHIA, PA.

New York Office, 54 Franklin Street, Telephone, Franklin 1227, James E. Maguire, Representative

NEW VICTOR ARTISTS OF THE YEAR

Imposing List of Artists Who Have Made Their Debut Among Talking Machine Owners This Year Through Medium of Victor Records

The Victor Talking Machine Co. announced this month the release of records by a number of new orchestras and artists, among which are the following:

Waring's Pennsylvanians, which is composed of men who started as a quartet of musicians when they were students at the Pennsylvania State College and who obtained great popularity when they played for the "College Proms" at that university. Later on they made trips through many parts of Pennsylvania and later augmented their organization with other young musicians, until the present group of twelve clever musicians was formed. Their work is best known to the public through their engagements in the theatres of the larger cities throughout the country, including Detroit, Chicago and Los Angeles, in which latter city they were chosen to open up the new four-million-dollar Metropolitan Theatre. They are now more or less continually "on the road" and plan soon to repeat their transcontinental trip.

Barney Rapp and His Orchestra, who attained great popularity in dancing circles at the Pavilion Royal and the Boardwalk, New York City; the Palais Royal, Hartford; the Sinton

Hotel, in Cincinnati, and the Chase Hotel of St. Louis. They are now playing at the Brown Hotel in Louisville with equal success.

The Garber-Davis Orchestra, which first arose to prominence in Atlanta, but which is now filling many engagements in New York City and the metropolitan district. It has appeared in vaudeville and plans to continue to do so, playing also at dance halls of the larger kind.

Silverman and His Orchestra, of which David H. Silverman is the leader, won its reputation at the Hotel Jefferson in St. Louis. Mr. Silverman is a musician of considerable repute, having

FAVOR TALKING MACHINE SHOW

Committee Appointed by New York Talking Machine Men, Inc., to Investigate Possibilities of Show Favors Plan—Big Meeting in January

A New York talking machine show was the principal topic of discussion at the December meeting of The Talking Machine Men, Inc., of New York, at the Café Boulevard on Wednesday, December 5. A report favoring such a show was made by a committee consisting of Lambert Friedl, chairman; Harry A. Beach, Henry Conn, J. J. Davin, Otto Heineman, Maurice Landay, Irwin Kurtz and M. Max.

Mr. Friedl, manager of the Wanamaker talking machine department, declared that the committee was inclined to favor such a proposition,

begun his professional career as musical director for the F. L. Talbott Enterprises.

Moss and Frye are two very clever colored comedians who have won outstanding success in vaudeville.

The Bethel Jubilee Quartet, a body of colored singers, hailing from Columbia, S. C., attained prominence during a religious revival. Reverend Wiseman, who leads the quartet and sings the bass parts, conducted a choir of eight hundred voices at revivals and it was from this number that the present quartet was selected. "Negro spirituals" are admirably sung by this body.

provided that the retail dealers in the city co-operated in every way. He pointed out that without co-operation of this character the project would be a failure. Otto Heineman, head of the General Phonograph Corp., seconded Mr. Friedl's opinions, reiterating the necessity of dealer backing, as also did Harry Beach, general manager of the Eastern division of the Brunswick Co. Further action will probably be taken at the next meeting.

Announcement was made by Irwin Kurtz, president of the Association, that the first meeting of the new year will be held on January 9, and every member of the talking machine trade and affiliated music industries will be invited to attend. Richard W. Lawrence, president of the Music Industries Chamber of Commerce, will address the meeting and there will be other speakers of equal prominence.

Representatives of M. Witmark & Sons, music publishers, provided entertainment by presenting several of their latest numbers, including "That Brand New Gal of Mine," "More," "Bahama," "I'm Sitting Pretty in a Pretty Little City" and "I'm Goin' South."

Sol Lazarus, chairman of the ball committee, reported that the annual ball held in the Hotel Pennsylvania, an account of which appears in another section of this issue of The World, was one of the most successful ever held by the Association, and E. G. Brown, secretary-treasurer of the organization, stated that although the returns were not all in, the net profits of the affair would be in the neighborhood of \$1,000.

C. C. Kleber, of the Vox Corp., and R. H. Arnould, of the Manufacturers' Phonograph Co., were elected to associate membership.

GOTHAM EDISON DEALERS BUSY

The Phonograph Corp. of Manhattan, when interviewed by a representative of The World, reported very excellent business throughout the Fall and a splendid outlook for the holiday season. Practically every dealer served by this company has been running on low inventory right along, so that the stock turnover has been going on at a gratifying rate. The principal demand is for the new baby console model of the New Edison. Each month this Edison jobbing organization continues to add quite a number of new dealers to its roster.



An Acknowledgment

It is with pride and pleasure that we acknowledge the support and patronage extended to us by our Edison dealers during the past year. During 1924 we will leave nothing undone to earn and justify the continuance of this loyalty and confidence.

It is our earnest wish that every Edison dealer will enjoy a very Merry Christmas, followed by a New Year of prosperity and happiness.

THE PHONOGRAPH CORPORATION OF MANHATTAN

(Metropolitan Distributors)

ORANGE

NEW JERSEY





OD

An Imported Recording



YOU probably know Odeon Records. You probably know that they are recorded abroad by the foremost musicians of Europe, and pressed in the United States by the General Phonograph Corporation.

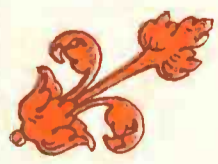
Do you realize what this means? These recordings are the favorite records of the critical European music lovers. They reach a standard of perfection never attained before.

GENERAL PHONOGR

OTTO HEI

25 West 45th Street

Makers of the F





ON

Yours For The Asking

As a very definite proof that there are no better records in the world than the Odeon, *may we send you with our compliments* our new record of the "Blue Danube Waltz" and "Schubert Serenade"? It is a good record but not too good to be representative of Odeon. So write today *on your letterhead* for this free record.

And when you get it we ask that you compare it with *any* instrumental record.

APH CORPORATION

N, President

New York, N. Y.

OKeh Records



Creating 100 Per Cent Sales Organization

Every Employe and Executive, From the Office Boy to the President, Should Be a Prolific Source of Live Prospects and Sales

There is no standing still in business. The aggressive talking machine merchant is constantly on the lookout for new prospects—he realizes that they are the life-blood that keeps business on the move. Hence the average talking machine merchant is coming to perceive that as a matter of fact he has two sales forces in his warerooms. The first of these is, of course, the men who do the actual work of selling; the second consists of every other employe from the porter up to the head of a department not directly concerned with the selling end. Quite recently *The World* described in detail the organization of what Lyon & Healy, Inc., of Chicago, calls its inner sales force. In this article it was stated that a total of \$400,000 gross business had been traced to this source within a period of about a year. This, of course, is a striking example of the efficiency with which such a force can be organized and made to function successfully. But it is by no means an isolated case. Such well-known houses as Sherman, Clay & Co., in San Francisco; the Knight-Campbell Music Co., in Denver, and many other concerns throughout the country maintain similar forces and find them relatively as profitable in increasing the gross volume of business transacted.

Employes as Prospect Hunters

The importance of having all the music merchant's employes constantly securing prospects for the actual selling organization to handle should not be minimized, nor is there any merchant, whether his organization be large or small, who can afford to neglect this method to keep in touch with his clientele.

There is no employe who cannot be a source of prospects. Each of them is the center of his own little world and is in daily contact with a comparatively large number of people. What is most advantageous of all is that in most cases he knows such people well, knows their desires and peculiarities, knows their financial resources and their ability to purchase and thus is able to give the house a much more intelligent report upon them than can be obtained by any of the ordinary means of creating prospects. Furthermore, the prospect which comes from the employe is, in nine cases out of ten, prejudiced in favor of the house to begin with, for here the elements of good-will and friendship have a wider scope to play a large part in ultimately closing the sale.

Responsibility Rests With Dealer

It depends strictly upon the merchant himself whether or not he can build up such an organization among his employes. The first factor in doing this is to thoroughly satisfy the average employe that he will be properly rewarded for every sale that comes to the house by this means. The second is to make sure that such prospect cards are handled in the fashion that strict justice will be done and that every employe will be protected in his rights upon every prospect he turns in. There is nothing which will do more to disturb such relations between house and employes than a dispute over the commission in such a sale and nothing that will more quickly break down the enthusiasm and the desire to help than grudgingly to give a commission after such a quarrel.

The expense involved in this method is com-

paratively small. It is much less expensive to pay an employe a commission upon a sale which comes through him than it is to pay the ordinary amount of overhead involved in the average prospect created by ordinary means. Of course, it is not meant by this that creating prospects through employes' personal contacts can take the place of ordinary advertising or whatever means the house may use in its sales methods. But such a system can most adequately supplement this work and create a much wider range of contact than is ordinarily the case, a condition which must ultimately be reflected in an increased volume of sales.

One of the greatest factors in preventing a talking machine merchant from intensively working the territory in which he does business is neglect of obvious opportunities to maintain contact with the purchasing public therein. The merchant who does not imbue all of his employes with selling enthusiasm is showing a most patent neglect and is suffering continuously in lost sales because of it.

DE PREZ CO. ADDS COLUMBIA

SHELBYVILLE, IND., December 4.—The John E. De Prez Co., of this city, has just taken on the new Columbia line and Columbia New Process records. The firm will actively push the sale of Columbias in Shelbyville and vicinity.

William N. Peterson, of Willmar, Minn., has opened a repair shop for pianos and talking machines in the basement of the quarters of the Edison Shop there.

Sell the
Victrola 410 This Fall—
then Re-order from
Your NEWARK Jobber

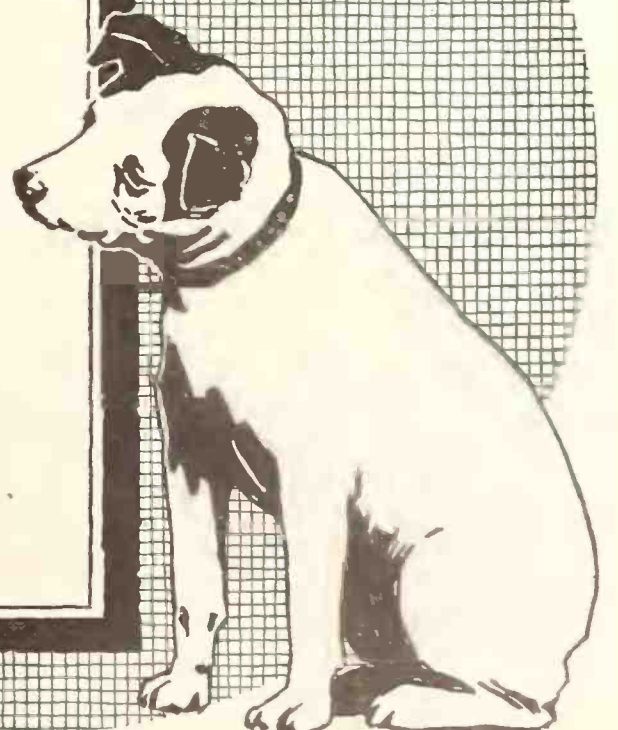
COLLINGS & COMPANY

Victor Distributors throughout Northern New Jersey and Northeastern Pennsylvania

Clinton & Beaver Sts.

(Plum Building)

Newark, N. J.



How Retailers Are Merchandising Radio

Tie-up With Radio Musical Programs Sells Records—Eliminating Tuning-in—Canvassing Route to Sales and Other Suggestions

Radio, because of its rapid rise to popularity, has now become a force in the musical and entertainment world which the talking machine dealer must take cognizance of. Whether the dealer handles radio or contemplates handling it makes no difference. The very fact that thousands of radio receiving set owners, the majority of whom also own talking machines, are receiving nightly musical programs through the ether is in itself of inestimable importance in promoting the cause of music in that it brings forcibly to the attention of radio enthusiasts and music lovers selections which under ordinary circumstances would never be heard by them. It is publicity of the most forceful character and no live talking machine retailer will overlook the possibilities of capitalizing on this opportunity. Anything that helps to sell records is putting money into the trade and although there are many dealers who feel that radio is hurting their business, there are others who have found that by tying up with it they are gaining in record sales.

Capitalizing on Radio Programs

That there is a real opportunity of stimulating record business by tying up with the radio musical programs is being proved by many dealers. For example, right here in New York there is a dealer who is making sales every day through a very simple and inexpensive little publicity stunt. Each evening this dealer goes over the various radio programs and selects those numbers which have been recorded by the company whose line he handles. Bright and early the next morning the following notice appears in the window: "Wireless! Did you hear (name of selections) over the radio last night? We have a record of it. Come in and hear it." The number of people who apparently have heard the selections listed broadcasted is astonishing, and here is the important part of the situation: With very few exceptions the people who come into the store for the purpose of listening to these selections on the phonograph go out with one or more records. Also, new customers have been added to the store's

list of patrons. This is only one means of tying up with radio and making it an active force in creating record business. The window is undoubtedly an excellent medium by which to cash in on radio programs. There is advertising in the local newspapers and many other equally effective methods of reaching the radio and music public with a message which will bring in the profits.

Selling Radio

Two of the largest talking machine dealers in New York are making extensive merchandising plans to increase radio sales. What these dealers are doing is interesting, inasmuch as other dealers who are contemplating a similar step may get some valuable hints.

One of the concerns is Landay Bros. One of the busiest stores operated by this company is the Forty-second street, New York, branch. The third floor of the store is being given over to the radio department. Sets are displayed in booths. They are tuned in with the programs so that it will only be necessary to turn on a switch to hear the broadcast program. No fooling around with dials and knobs and thus forcing the attention of the customers to the necessity of adjusting the instrument to the various wave lengths. While the actual operation of adjusting is thus eliminated in the demonstration, care is taken to thoroughly instruct each patron on the manner in which the adjustments can be made. According to Arthur Hill, manager of this store, there is no reason why radio should not be sold in practically the same manner as and to the same people who purchase talking machines. He pointed out that there is no necessity for a readjustment in the art of selling, nor is there any reason to fear that radio will detract from talking machine business or cause any upheaval in the trade. "The talking machine retail trade is eminently fitted to handle radio as it should be merchandised," declared Mr. Hill, "and there is no reason why talking machine dealers should not consider radio as another means of increasing their profits and widening the scope of their business.

If we don't take advantage of radio, some other business will."

Canvassing for Radio Sales

Canvassing will be the principal method of merchandising radio at the store of A. H. Mayers, New York, according to A. A. Mayers, manager. This concern has a prospect list second to none in point of number of names, each of which is a live prospect or a customer. Canvassers will visit both owners and non-owners of talking machines in the interest of radio. It is the opinion of Mr. Mayers that the door bell route to radio sales will be just as productive of business as it has been in the case of talking machines.

Demonstration Rooms for Radio

One thing seems universally agreed upon by talking machine dealers who handle radio and that is that sound-proof booths are absolutely essential in order to get the best results. The radio demonstration depends for success largely upon the quality of the transmission of the program and favorable results are impossible when the honking of automobile horns, the purring of motors and the noises of the street permeate the atmosphere. Anyone who has tried to listen to a program when there are outside noises will realize the truth of this. Nothing will turn the thoughts of a prospective customer away from radio more surely than a demonstration under adverse conditions. A comfortably appointed room with outside sounds eliminated as much as possible is the dealer's one best bet in demonstrating radio.

Keep Away From Technical Talk

Another angle of the radio merchandising game which talking machine dealers declare is harmful to the possibilities of making sales is the infusion into the sales talk of too much technical information. Experience has already proved that what the average prospect for a radio receiving set is most interested in is the clearness and faithfulness of the receiving of the program. The salesman who tries to show his technical knowledge to prospects who are not inclined in that direction will find that he has a hard road to travel. On the other hand, technical knowledge of the line handled, as well as general information regarding the mechanical details of various radio outfits and accessories is absolutely essential for the salesman. This is so for the very simple reason that the radio salesmen will find that there are many prospects who have a leaning toward mechanical and technical details and in order for the salesman to establish himself in the confidence of this type of prospect he must be in a position to answer any questions of a technical nature which may be asked and to volunteer information which is certain to interest the mechanical bug. Radio is a broad field and the opportunities are there. These few hints are all based on the experiences of successful retailers who handle both talking machines and radio and who have experimented to find the best method of presenting this instrument to the public.

ELLIOTT & YOUNG TO MOVE

HUNTINGTON PARK, CAL., December 4.—Mr. Elliott, who operates exclusive Columbia shops in Long Beach and Huntington Park, has just secured a ten years' lease on a new location in the heart of the business district, directly adjoining the new Woolworth Building, now under construction. The local branch is known as Elliott & Young Music Shop, and in the new location which will be occupied beginning May 1, 1924, the Columbia line of phonographs and records will be displayed in a musical atmosphere second to none in the Southwest.



HENRY BURR



ALBERT CAMPBELL



JOHN MEYERS

EIGHT POPULAR VICTOR ARTISTS

In Concert and Entertainment
Personal Appearance of

Eight Popular Favorites on One Big Program

A live attraction for live dealers and jobbers

Bookings now for season 1923-1924
Sample program and particulars upon request

PHILIP W. SIMON, Manager
1674 Broadway New York City



FRANK CROXTON



MONROE SILVER



BILLY MURRAY



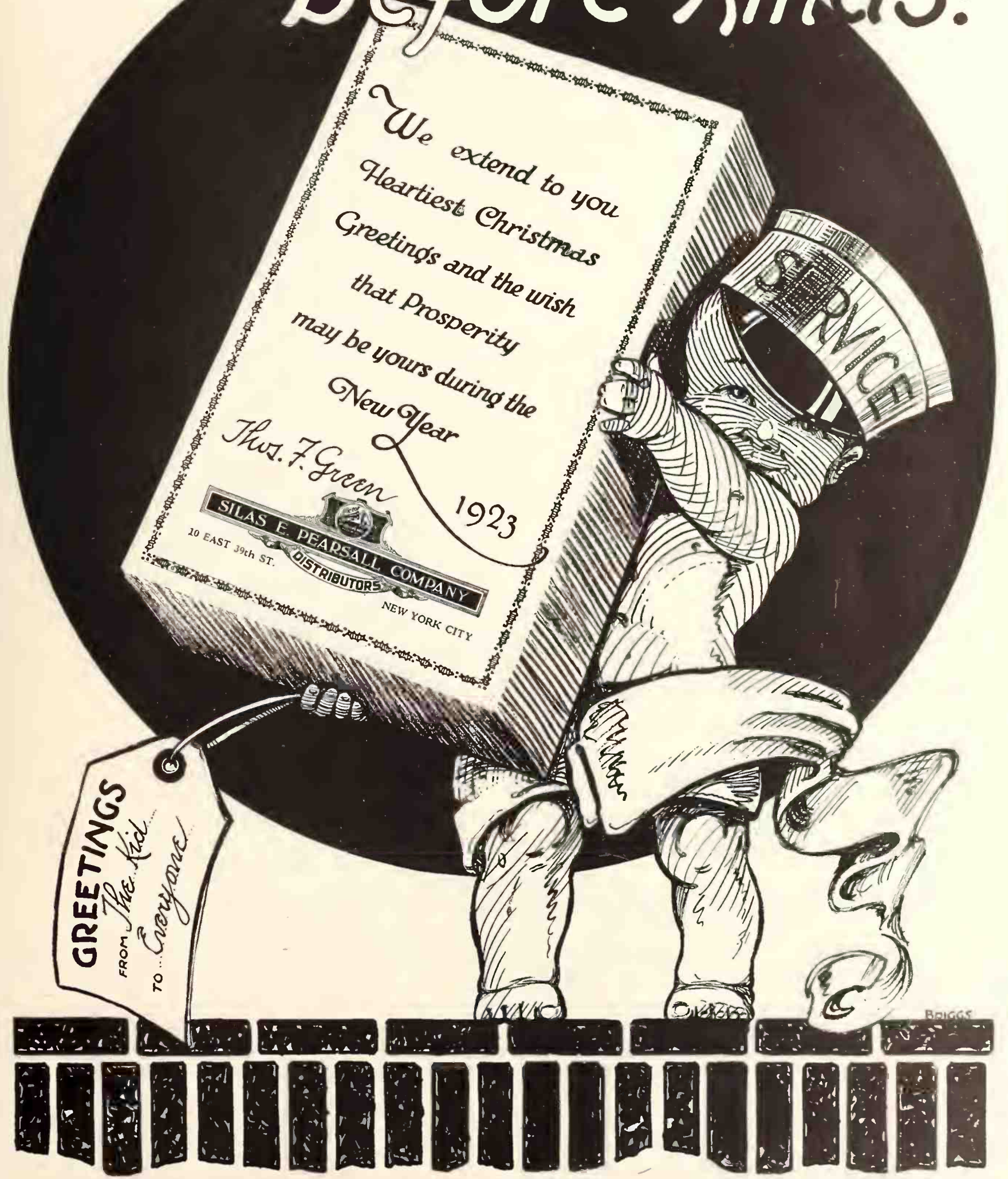
RUDY WIEDOEFT



FRANK BANTA

Popular Ensembles including
Campbell & Burr - Sterling Trio - Peerless-Quartet

Not to be opened before Xmas!



Indifference and Inefficiency Kill Sales

Where Service Is a Minus Quantity Sales Will Be Conspicuous by Their Absence—Braid White Gives a Very Apt Illustration

The other day a well-known talking machine jobber was asked by a lady related to his family to come with her to look at some reproducing pianos, from among several of which she hoped to choose one to suit her. The lady has money and musical taste. She was willing to pay whatever price might be necessary in order to obtain just what she wanted and had actually made up her mind to an investment of from three thousand to three thousand five hundred dollars.

This jobber was at one time in the piano business; in fact, was a well-known piano salesman with a high-grade house in a large Eastern city. He knows the piano business from end to end and understands all the ins and outs of piano selling. Still, he did not wish to influence his relative in any way, but was willing to go with her and see what he could do in the way of suggestion and selection.

The Place of Darkness

Visits were paid to three stores. At the first store they found no one to greet them till they had walked through to the back and asked if they could see a salesman, whereupon a young woman called lustily into the rear and succeeded in disinterring a man from the darkness of the back room. He took the prospective purchasers upstairs and showed them an instrument which, however, was very much out of tune, and besides did not attract their favorable attention in other ways. The salesman did not ask them what music they would like to hear, but put on a popular piece and started the thing going. The result was very unmusical, the visitors thought, and they could get no intelligent answers to their questions; so they departed.

Out of Stock—and Tune!

At their second visit they were told that no instrument of the make they asked for was on the floor, since all of that make had been sold. The salesman did not enlighten them upon the nature of such stock as he had still unsold until he was actually asked. Thereupon he showed them three other instruments, one of which was disconnected and one of which would not work, owing to some other defect. The third was

out of tune and besides was not entirely new, so that its mechanism was in part obsolete. The salesman insisted on playing such music as he personally liked and only upon direct request did he bring out a catalog and permit the prospective purchasers to choose some selections for themselves. Only one of these, however, was available and, all in all, the second visit proved to be as unsatisfactory as the first.

The third visit was hardly more satisfactory, since the salesman inserted a roll of some jazzy music and then went away and left the visitors listening while he paid a visit to another room. Upon his return the prospective purchasers had made up their mind that they did not like any of the instruments they had heard and did not feel inclined to hear any others at that store.

The net result was that a business man wasted an afternoon, a lady with money and the desire to spend it found no one willing to show her reasonably intelligent service in return for her money, and three well-known stores exhibited themselves in an extremely unfavorable light. What are we to think of such a state of affairs?

Better still, what bearing has a story like this upon the talking machine business?

The Moral's Point

Of course, it has a very marked bearing upon the phonograph business. For, if we stop to think, we see at once that what is here told might have been told of phonograph merchants in any community one might name, allowing for inherent differences in the details. It happened that a talking machine man who had been a piano man, saw some examples of very bad retail service before his eyes; but it was no more than chance which brought forth such inexcusable examples in piano rather than in talking machine stores.

It is true, in fact, that the worst enemy the retail music business has ever discovered is the enemy of inefficient, unintelligent, indifferent salesmanship, the enemy whose name is poor, grudgingly given service. To-day, both in the piano and the talking machine ends of the music business it is true, as never before, that intelligent service is the foundation of successful retail selling, and this because to-day intelli-

gent demonstration is essential to salesmanship, which, indeed, rests upon it. The reproducing piano obviously cannot be sold on its looks or on its price. It must be sold on its performance, just as its performance, its ability to do certain specific things, forms the foundation of all the advertising of it which is done on so lavish a scale by its various manufacturers. Unintelligent retail service on this instrument is therefore a fatal bar to success.

Demonstration Is Everything

Now, precisely the same is true of the talking machine. Is there any instrument which even so wholly as this one depends upon intelligent demonstration? Of course not. The reproducing piano can at least be played upon its keyboard. But the talking machine is useless until it has been connected with a record. And even then the connection is of little effect unless it be made intelligently. In this sense, the word "intelligent" signifies that the acts which make up a demonstration shall be carried out at the bidding of a will which comprehends the essentials of talking machine salesmanship. The first essential is that the salesman shall be able to ascertain what it is the prospective purchaser really desires to hear and what, in fact, that person's idea of music in the home via the talking machine really comes to. With every individual this idea is different. The salesman cannot hope to impose his own ideas upon the prospect save at the grave risk of destroying the latter's interest entirely and so of frustrating the very desire which brought the prospect to the store in the first place.

Weakest Point Should Be Strongest

If one were to ask for a short explanation and description of the weakest feature of the retail music business one could hardly make better ones than the jobber has done whose words to the writer have here been paraphrased. The talking machine merchant has no claim to bestow praise on himself and his confrères; for talking machine stores not infrequently show the worst offenses against intelligent sales service. The very worst feature of the talking machine business is to be found at the very point where the strongest feature ought to be lodged, namely, in the direct contact with the public.

There is no advantage in fine national advertising, in magnificent catalogs of vocal and instrumental music, in splendidly designed and constantly improved machines at moderate prices; there is no advantage in any or all of this if the personal treatment of the customer is not efficient and courteous, and, above all, intelligent. To know one's goods and what they are capable of doing may not be the whole of salesmanship, but in the talking machine business it is very nearly all.

INSTALLS AUDAKS IN OAKLAND

OAKLAND, CAL., December 1.—The Olin S. Grove Phonograph Shop, of this city, recently added six Audaks, a record demonstration device doing away with the necessity of booths, which is meeting with growing popularity among dealers. This concern is enjoying a rapidly growing patronage and the Audaks are expected to facilitate service, especially now that the holiday rush is in full sway.

COTTON FLOCKS

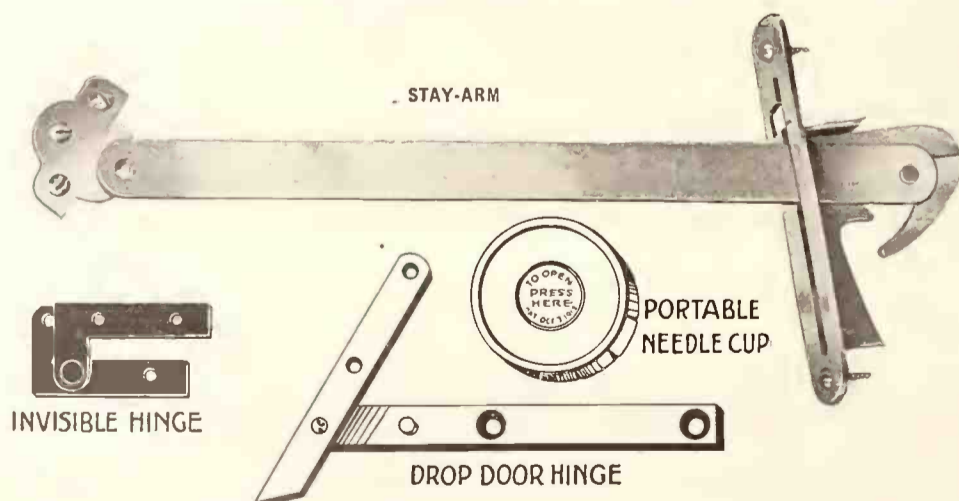
.. FOR ..

Record Manufacturing

THE PECKHAM MFG. CO., 238 South Street
NEWARK, N. J.

FULL LINE of HARDWARE

FOR UPRIGHT, CONSOLE AND PORTABLE PHONOGRAPHS. IN NICKEL, GOLD AND SPECIAL FINISHES.



We have been catering to the hardware needs of the talking machine industry for a number of years. Consequently we are in a position to give attention and service of the highest calibre.

H. A. GUDEN CO., Inc.

227 CANAL STREET

NEW YORK, N. Y.

The Camp-Fone (at \$25)

as a

Winter Proposition



Camp-Fone weighs only 15 pounds. Measures 14x11½x6, closed. Retails at \$25; Middle West, \$27.50; Far West, \$30.00. Quick sales and liberal profits for live dealers.

Although originally designed as a vacation instrument, it is estimated that 80% of "Camp-Fones" purchased are for use as table machines in the home.

We have found that dealers that feature and display "Camp-Fones" all year round have good sales regularly and irrespective of seasons.

Can you afford to let these profits get by?

We recommend that you feature the "Camp-Fone" as a home instrument. Its portability enables it to be carried and used in any room of the house as desired. We have prepared a very attractive folder on the "Camp-Fone" for the home. We can supply you with a quantity for mailing purposes.

Immediate Deliveries

From the Following "Camp-Fone" Jobbers

Musical Products Distributing Co., 37 East 18th St., N. Y. C.
A. C. Erisman, 175 Tremont St., Boston, Mass.
Iroquois Sales Corp., 210 Franklin St., Buffalo, N. Y.
Record Sales Co., 1965 E. 66th St., Cleveland, Ohio.
Artophone Corp., 1213 Pine St., St. Louis, Mo.
Artophone Corp., 317 Kansas City Life Bldg., Kansas City, Mo.
Vocalion Company of Chicago, 529 South Wabash Ave., Chicago, Ill.
Mooney-Mueller-Ward Co., 101 S. Meridian St., Indianapolis, Ind.

Lind & Marks, 540 Bates St., Detroit, Mich.
Cheney Sales Co., 419 South 16th St., Omaha, Neb.
Moore-Bird Co., 1720 Wazee St., Denver, Colo.
J. K. Polk, Inc., 294 Decatur St., Atlanta, Ga.
Munson Rayner Corp., 643 South Olive St., Los Angeles, Calif.
Munson Rayner Corp., 86 Third St., San Francisco, Calif.
Stone Piano Co., 826 Nicollet St., Minneapolis, Minn.
Armstrong Furniture Co., 59 N. Main St., Memphis, Tenn.

Made by the makers of Walter Camp's "Daily Dozen"

HEALTH BUILDERS, Inc.

DEPARTMENT W 12

334 FIFTH AVENUE

NEW YORK, N. Y.



Every Night I Cry Myself To Sleep Over You

"You can't go wrong
With any FEIST song"



Ev-'ry night I cry my-self to sleep o-ver you, —

A FOX TROT BALLAD—with a punch in both melody and lyric

© LEO. FEIST INC. N.Y.C.

STEADMAN ADDS VOCALION LINE

Direct-mail Announcement to Customers and Prospects Follows Addition of Aeolian-Vocalion Machines and Records

YONKERS, N. Y., December 4.—The addition of the Aeolian-Vocalion line of machines and records by the Steadman Music House, of this city, one of the largest and most successful music concerns in this section of the State, was heralded by some extensive publicity, including a letter of announcement to all customers and prospects on the mailing list. In order to make the best use of the record supplements and other publicity material in connection with this acquisition, enclosed in the same envelope with the letter was a stamped, addressed return post-card with the following brief request: "Please enter my name on your mailing list to receive supplements of Victor and Vocalion records." Only those who are interested enough to return these cards will receive the supplements, thus eliminating waste and cutting down mailing expenses. The Steadman Music House now handles Victor, Edison, Sonora and Vocalion instruments as well as musical merchandise.

DENNIS BROS. ADD VICTOR LINE

Prominent Granite City, Ill., Furniture House Enlarges Music Department

GRANITE CITY, ILL., December 3.—Dennis Bros. Furniture Co., this city, recently secured the local agency for Victor talking machines and records. The talking machine department is located on the first floor of the large ware-rooms occupied by this concern and the installation of a number of new demonstration booths and other modern fixtures and conveniences has made this a feature of the establishment.

BIG MID-WEST COLUMBIA DEMAND

A. B. Creal, regional representative of the Columbia Phonograph Co., New York, has just completed an extensive trip throughout the Middle Western States and reports that dealer acceptance of Columbia New Process records and new Columbias throughout the section visited indicates that the supply will not keep up with the demand during the Winter months.

EDUCATE THE PUBLIC BY CHRISTMAS SUGGESTIONS

The Baldwin warerooms in Cincinnati are showing a very attractive window to create early Christmas sales or to suggest at least the idea of records as a gift. The white ivory paneling of the wood-work of the rear and sides of the window is decorated with sprays of Autumn leaves. In the center rear two strips of crepe paper, like tapestry, covered with Autumn leaves, are hung down and one across at the top against the white background.

As if this arrangement were to act as a frame a plain model Walnut Victrola console assumes a place against the background, fitting right into this setting. The floor of hardwood oak is strewn with Autumn leaves here and there, also miniature Victor dogs, the well-known trade-mark.

Boxes of records, the "Treasure Chest," are displayed on slanting low racks (invisible), with fringe of paper in Autumn shades around the edge of the boxes. A showcard to the rear left-hand side, done in red with white lettering, announces the fact that the "Treasure Chest," containing six double-faced records of songs of many lands, would make an ideal Christmas present.

BARBER STORE DAMAGED BY FIRE

BRATTLEBORO, VT., December 9.—A midnight blaze in an adjoining structure caused quite some damage by smoke and water to the talking machine stock of Barber's Music Store, a retailer of the Victor and Edison lines, in this city. Despite this setback at a most important time of the year business is being conducted as usual, and Mr. Barber is making every effort to replenish the damaged stock.

TAKES ON THE COLUMBIA LINE

The A. Gressett Music House, Meridian, Miss., recently added the Columbia line and is doing an excellent business, both in machines and records.

A. F. MACOUN IN NEW POST

Now Manager of Hahne & Co.'s Talking Machine Department in Newark, N. J.—Succeeded by Miss Edith Drake at Ludwig Bauman's—Formerly With Landay Store

NEWARK, N. J., December 4.—A. F. Macoun, formerly manager of the talking machine department of Ludwig Bauman & Co., Market street, this city, and more recently connected with the new Broad street store in the same capacity, is now manager and buyer of the talking machine department of Hahne & Co., also of this city. Mr. Macoun has had wide experience in the retailing of talking machines and is an executive of ability.

Miss Edith Drake is the successor of Mr. Macoun at the Broad street Ludwig Bauman store. She also has had considerable experience in the retail talking machine field, having been connected with that department of L. Bamberger & Co., of this city, and one of the largest department stores in the East, for a period covering four years. She was also at one time in the talking machine department of the local Landay store.

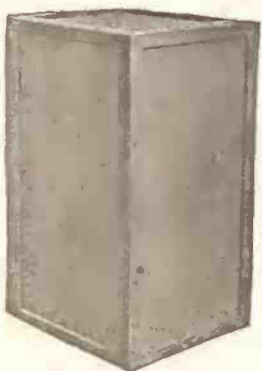
DEATH OF ANTHONY F. TROESCHER

Anthony F. Troesch, one of the founders of the Brunswick-Balke-Collender Co., which was organized forty years ago, died at his home, No. 135 Central Park West, New York, November 21, in his eighty-first year. Mr. Troesch was first president of the Brunswick-Balke-Collender Co., of New York, and served continuously until his retirement ten years ago. He was born in Germany, August 13, 1842, and came to this country with his parents when ten years old. They settled in Cincinnati, and when sixteen he joined the firm of J. M. Brunswick and Balke Co. He was instrumental in the merging of the latter concern with the Hugh W. Collender Co., thereby laying the foundation for the present Brunswick-Balke-Collender Co.

Mr. Troesch is survived by two sons, Albert A. and Robert F., and one daughter, Mrs. Marie Clausen. He was a member of the Liederkrantz and Billiard Clubs of New York.

WANAMAKER AT AD. EXPOSITION

One of the most interesting exhibits at the Advertising Exposition, held last month in the Seventy-first regiment armory, New York City, was an exhibit of a completely furnished living-room in a modern home. The most interesting part of the display, which was in charge of Mrs. Frances H. Seaver, director of the Home Budget Service of the New York Wanamaker store, was a combination talking machine and radio outfit. This instrument featured the regular console Victrola in which had been installed a Paragon radio receiving set. In addition there was a grand piano and other furniture suited to a living-room.



PHONOGRAPH CASES RADIO CASES

Reinforced 3-ply Veneer

**The Standard Case for Talking
Machines and Radio Sets**

Let us figure on your requirements

MADE BY
PLYWOOD CORPORATION, Goldsboro, N. C.
Mills in Va., N. C. and S. C.

NOT ON YOUR PAY-ROLL! YET YOUR STAR SALESMAN—

AUDAK

THE MODERN SYSTEM FOR
DEMONSTRATING
AND SELLING
PHONOGRAPH RECORDS

Without The Use Of Booths

AUDAK sells more records per customer—per dollar of selling cost—and per hour of selling time. It greatly increases record interest and adds to sales volume.

All this without occupying any valuable space in your store.

"Your Swiftest Silent Salesman"

Ask your customers this question:
"Will you play these records IN THE OPEN on our SANITARY Audak equipment, or would you rather go into an ENCLOSED booth?"

The answer will always be—

"THE AUDAK, IF YOU PLEASE!"

It's in your interest, Mr. Dealer, for the public to prefer the AUDAK system of buying records—



THIS AUDAK UNIT X-T SUPPLIED COMPLETE AS SHOWN, READY FOR USE ON REMOVAL FROM CRATE

Here are a few of the conspicuously successful firms now using AUDAK to sell more records at a better profit:

- | | |
|---|--------------------------------------|
| Wanamaker's, New York and Phila. | Euclid Music Co., Cleveland. |
| Kaufman's, Pittsburgh, Penna. | Aeolian Co., New York. |
| Bloomingdale Bros., New York. | Forbes & Wallace, Springfield, Mass. |
| Frederick Loeser & Co., Brooklyn, N. Y. | Stix, Baer & Fuller, St. Louis, Mo. |
| Landay Bros., New York. | Rothschild & Co., Chicago. |
| Lord & Taylor, New York. | The Boston Store, Milwaukee, Wis. |
| Paul Record Store, Kansas City, Mo. | R. H. Macy & Co., New York City. |
| J. L. Brandeis & Sons, Omaha. | Brunswick Shop, Detroit. |
| J. R. Millner & Co., Lynchburg, Va. | The Emporium, San Francisco. |
| Gimbel Brothers, New York and Phila. | And many others. |

AUDAK is recognized as the means toward greater record sales and the reduction of the high cost of selling them—bringing the increased profit to the dealer, which to-day, he must have

REPRESENTATIVES IN PRINCIPAL CITIES

WRITE FOR OUR NEW CATALOG!



A CORNER IN STORE SHOWING SEVERAL X-T AUDAK UNITS

AUDAK CO., 565 Fifth Ave., New York, N. Y.

Rural Dwellers Make Excellent Prospects

Farmer's Mode of Living and Isolation Favor the Sale of Talking Machines and Records—Successful Methods of a Live Dealer

In thousands of villages and towns throughout this vast country there are talking machine dealers who, if they confined their sales strictly to the small handful of people in their communities, would be compelled to either get out of business or go somewhere else where there are more people. However, the people residing in the town or village itself represent the least of the opportunities for business of the dealer. The larger and possibly more productive field is the farm territory. True, the houses are scattered and there may not be as many people per square mile, but this is more than balanced by the overwhelming chances in favor of making sales. Everything pertaining to the farmer's mode of living has a favorable bearing on the sales opportunity, according to the viewpoint of the dealer. There is the isolation, lack of amusements, long Winter evenings with little or nothing to do, the need for something that will influence the children to remain on the farm instead of running to the cities as soon as they are out of their teens, and a host of factors which react in favor of the talking machine dealer.

Large Territory Must Be Covered

Naturally, because of the sparseness of the population, the dealer or his salesmen who desire to make a paying proposition of catering to the farmers must cover a wide territory. Some dealers systematically cover a territory from thirty to fifty miles from the town in which they are located. This is not a very difficult task with an automobile and the expense involved in the upkeep of a machine is a small factor to a real live salesman. Another thing, the salesman who desires to work the rural sections should not only take along a talking machine, but he must carry a pretty good stock of records as well. Often he will come across a farmer who already owns a machine, but who may desire some records, and it would be well if the salesman can take care of this business. Every sale counts in bringing up the annual volume of business.

How a Live Wire Gets Rural Trade

There is no use in spouting a lot of platitudes about how the dealer should do this or that to

succeed; therefore, a complete outline will be given of the methods which a dealer in upper New York State has found productive of business with the farmers in his territory. M. Slason & Son, of Malone, N. Y., may be considered among the most successful dealers who conduct an extensive business with rural dwellers—this in spite of the tendency of the farmers to send to the mail order houses for whatever they happen to need. In the first place, M. Slason & Son keep a prospect list of all the live prospects in the large territory which they cover. Since Canada is but a few miles to the North, the territory is divided into three parts—



How Slason & Son Go Over Territory

East, South and West. One man covers each territory. Coupé automobiles of a popular make are supplied to make easier the work of the salesmen in all kinds of weather. The cars are good enough in construction to withstand the strain of hard usage and at the same time they are attractive enough in finish to attract favorable attention. Once each month the sales manager, G. G. Spear, covers the entire territory to see how things are going and to make first-hand observation of the problems of the salesmen.

Why Farmers Are Good Prospects

F. W. Tierney, of M. Slason & Son, gives some interesting reasons why the farmer makes a first-class talking machine prospect. He states that: "Among our rural people we find that the thought of enjoying good music during the long Winter evenings does a whole lot toward making a sale. Also the fact that in a home

where there is no music or entertainment the young people want to get out and go to the cities.

"The farmer very seldom buys a machine costing less than \$100. It is worth notice that among this class of trade the standard music on records outsells either the classic or popular. Such things as jigs and reels and old-time songs are most in demand. The proportion is about as follows, as near as I can figure: Jigs, reels and old songs, 50 per cent; dance records (popular), 40 per cent; classical records, 10 per cent.

How to Get the Business

"We have a mailing list and send out the record supplements and other literature regularly. We have worked up a nice mail order business through impressing our customers with the fact that we are glad to send records by parcel post, giving them better and quicker service than they can get through mail order houses. When an instrument has been sold we supply customers with a number of addressed envelopes for use in making their payments. We have very little trouble with collections. As a rule when the farmer has the money he pays promptly. In the Winter, however, collections from our rural customers may be a little slow, but as a general thing we have their payments pretty nearly on time."

Persistency Makes Sales

This concern has found that persistency is of vital importance in making sales to farmers. Some of the prospects in its files are five or six years old. One or two calls a year are made on these "hard-to-sell" prospects and Mr. Tierney declares nine out of ten of them are eventually sold. Personal contact has been found by far the best way of keeping in touch with prospects and the salesmen are in touch with them at all times. Another point stressed by this live dealer is the necessity of friendliness and a neighborly attitude. Distance or "uppishness" invariably proves the best way to kill sales. These few hints on making rural business pay are the result of many years of successful selling to this class of people and retailers who are similarly situated can profit by them. At any rate, rural dwellers should not be overlooked in the sales campaign.

AGGRESSIVE METHODS OF PEPPER CO.

Large Stockton, Cal., Music Concern Uses Extensive Newspaper Advertising in Pre-holiday Business Drive on Musical Instruments

STOCKTON, CAL., December 4.—The Pepper Music Co., one of the largest and most successful music houses on the West Coast, made an early start in its annual drive for holiday business. A newspaper campaign started in November by this company is probably the most extensive ever undertaken by a retail dealer here. In a recent issue of the Stockton Daily Evening Record four complete pages, in the form of an insert, were used to bring the various musical lines handled before the public. The insert was printed on green stock, so that it stood out from the rest of the paper. The first page was devoted to a picture of the store and a very brief history of the concern. On this page also appeared a list of the lines handled, which include a wide selection of the leading makes of pianos; Victor, Brunswick, Edison, Sonora, Columbia, Cheney and Pathé phonographs; Buescher, Martin and other lines of saxophones and band and string instruments. The two inside pages were devoted to illustrations and descriptions of many of the instruments handled, while the last page featured Sonora phonographs.

BRUNS MADERITE Phono Moving Covers

Cover, Straps Attached



For all models of Upright and Console Machines

Every progressive dealer needs a supply of dependable moving covers. Mr. Average Man dislikes to unpack anything he buys. By using padded delivery covers you protect and deliver a perfect instrument with no necessity for dirt, inconvenience or trouble to your customer.

It is much more simple to slip a cover over an instrument at the store and off at point of delivery and the impression left with your customer is pleasant. MADERITE covers are strong, well padded and satisfactory from every standpoint.

Consult your accessory jobber, phono distributor or write us for literature and prices.

A. BRUNS & SONS

Manufacturers of Canvas Goods

50 Ralph Avenue

BROOKLYN, N. Y.



Radiola Grand

WITH the Radiola Grand, radio takes on new meaning. The simplicity of tuning in—just a knob or two to turn. The big distances it covers—picking up far-away stations with volume enough to fill a room. The perfection of tone with which the loudspeaker—carefully built in like the horn of a fine phonograph—gives forth the music and speech. All this—combined in a cabinet of skillful workmanship and tasteful design—places radio in the home where beauty counts—and performance.

Points to note:

All the batteries—dry cells—are hidden away inside.

You can regulate the volume of sound by a control that governs the loudspeaker.

For long distance, plug in the headphones. Coast to coast reception is no unusual record for Radiola Grand!

Famous for true reception, undistorted. For keen sensitivity. And for beauty.

"There's a Radiola for every purse"

Radio Corporation of America

Sales Department
Suite: 3007
233 Broadway
New York

District Sales Offices
10 So. LaSalle Street Chicago, Illinois
433 California Street San Francisco, California

Radiola Grand and Mahogany Stand with "B" batteries and 4 Radiotron WD-11 dry cell vacuum tubes \$350.00

DEALERS: Write today for the RCA catalogue, full description of the Radiola Grand, and the RCA selling plan.



This symbol of quality is your protection

Radiola

REG. U. S. PAT. OFF.



This symbol of quality is your protection



The NEW Columbia is superior

*Hearing
is believing*

There is no blare nor screech. The New Columbia Reproducer prevents these unpleasant sounds. Prove this for yourself by playing any class of music. You'll be convinced.

COLUMBIA PHONOGRAPH COMPANY
New York

A PALATIAL TRADE EMPORIUM

Atmosphere of Old World Reproduced in Southern California Music Co., Los Angeles, Store—
A Triumph of Artistic Effect in Every Respect

Those members of the trade who are under the impression that the really elaborate talking machine stores are found mostly east of the Mississippi will doubtless be duly impressed with the accompanying photograph of the en-

ceiling being hand painted and particularly elaborate in character. The whole effect is most impressive and the store has been commented upon by many visitors to Los Angeles.

The president of the Southern California Music Co. is Edward H. Uhl, formerly general manager of the Rudolph Wurlitzer Co., Chicago, who purchased a controlling interest in the Los Angeles concern only a few months ago.

The business of the company is one of the most substantial in the State and has always

MESSAGES ON BUSINESS CARDS

Landay Bros.' Executives and Salesmen Have Business Cards That Tell a Story and Call Attention to the Products Handled

Landay Bros., who operate a chain of retail talking machine stores in New York City and its environs, never overlook a bet when it comes to constructive publicity and ways and means of bringing their stores and the line handled to the public. The business card of an executive or a sales representative is a small thing in itself, but Landay Bros. have achieved an outstanding success in the talking machine field by paying attention to apparent trifles. The business cards of the Landay executives are in the form of a small folder, about the size of the regulation card. The front of the "folder" contains the phone number of the store, a small neat illustration of a talking machine, the name of the executive and his position with the firm and the address of the store which he represents. Naturally, anyone receiving the card opens it and immediately he is faced with this: "Seven Landay Stores," followed by a list of the stores. On the second half of the inside of the card is a list of the lines handled, and at the end is the message: "Victrolas and Everything in Music." These cards tell a story and are, therefore, just so much effective advertising.

NEW BANNER MOVIE SLIDES

The Banner record division of the Plaza Music Co., 18 West Twentieth street, New York City, announces to the trade a new series of illustrated comedy advertising slides in colors for motion picture houses. These illustrations are in the nature of humorous sketches in which both the Banner record and local retailer are given publicity. Inasmuch as their use adds to the entertainment of movie audiences, Banner dealers should experience little trouble in arranging for their use, at a nominal cost, in local motion picture houses.

WOMEN HOLD WORLD'S PURSE-STRINGS

While men may earn the money, by far the largest proportion of it is spent by women, according to Mrs. Christine Frederick, writer and household efficiency expert, in an address at the Advertising Exposition held recently in New York. Mrs. Frederick gave some interesting statistics showing the various items of which women are the largest purchasers. Women buy 76 per cent of all talking machines sold, while the remaining 24 per cent are purchased by men, according to these statistics.

Piser & Co., Sonora and Victor dealers, 2887 Third avenue, New York City, have inaugurated a vigorous pre-holiday advertising campaign in one of the newspapers catering to that section of the city.



Artistic Entrance to Southern California Music Co. Showing "Talker" Department in Rear
trance to the elaborate store of the Southern California Music Co. in Los Angeles, Cal. The view shows the elaborate phonograph department in the center and rear, while on the right is shown an elaborate brass grille separating the main store from the elevator and stairway leading to the upper floors, and on the left the stairway leading to the balcony.

The decorations follow the Italian style, the

adhered to what are considered the best principles in music merchandising.

PREMIER RADIO CORP. BANKRUPT

The Premier Radio Corp. of America, 78 Fifth avenue, New York City, has filed a petition in bankruptcy, listing liabilities of \$24,701 and assets of \$8,337, the main item being stock.

SYRIAN AND ARABIAN RECORDS

IMPORTED AND DOMESTIC

Of the Best Artists

"Macksoud," "Baidaphone" and "Odeon"

10, 11 and 12 Inches. Double Faced

Liberal Discount to Dealers. Ask for Catalogue

A. J. MACKSOU D

77 WASHINGTON STREET

NEW YORK, N. Y.

LITTLE TOTS' NURSERY TUNES

SONGS, GAMES, STORIES ON RECORDS



P. S.—An additional Little Tots' Book is in the making. Expect great things!

A Tip From New York!

OF New York's fourteen leading department stores, twelve have prepared special Christmas booths to feature **LITTLE TOTS' RECORDS** thru the entire month of December!

The merchandising experience of these great stores is sufficient "tip" that **LITTLE TOTS'** is a worth while article to sell—always!

We're working 24 hours a day to fill last minute orders

Complete Book **\$1.00**
Three 7 inch double faced records with picture and verse cards in a **LOOSE LEAF Album.**

In Canada \$1.35

Individual Records **25c**

7 in. double faced with picture and verse card.

In Canada 35c

Be sure to Write for Catalog and Prices!

REGAL RECORD CO. Little Tots' Record Division
20 W. 20th St., New York

Specific Letters Are the Biggest "Pullers"

The Direct Mail Letter of Solicitation Should Be Sales Talk on Paper—Logical Development of Text of Paramount Importance

Direct mail campaigns must be specific if they are to accomplish any real results. The commonest mistake of dealers who institute publicity campaigns for business is that the letter part of the drive is usually too general in character and the volume of business accruing so disappointing that the dealer makes a solemn vow never to waste any more money on direct mail publicity. The fact is, however, that if a mail campaign does not bring results there is something radically wrong with the manner in which the drive was conducted or with the type of copy used. Experience has demonstrated often enough that business can be secured through the mail if the drive is carefully planned and properly carried out.

The Principles Involved

A direct mail drive has for its purpose exactly what is expected of advertising, namely, to arouse the interest of the prospect to the point where he or she will visit the store sending out the letter. If any of the factors that attract attention, arouse interest and induce action are missing the campaign is very likely to be a partial failure and the result even may be a total failure. The general letters which so many retailers send to prospects and customers are faulty for the very reason that they are general in character. Instead of drawing attention specifically to certain products which the dealer is trying to sell there is too often a lot of verbiage not germane to the subject at issue. In consequence of this the letter makes no distinct impression on the mind of the recipient inasmuch as there is nothing which is likely to arouse the interest of the prospect in the product handled by the retailer and the letter is relegated to the wastepaper basket.

The Specific Letter Sells

The specific letter, which correctly embodies the three fundamental principles of advertising, treats of the product or products which the dealer handles. For example, assume that a dealer has in stock a large number of upright instruments of a certain model which he is anxious to dispose of. The only method by which he can sell them to the public through letters or any other kind of advertising is by concentrating the text of his message on these particular instruments—their beauty of construction, reproducing qualities, price and terms. In the direct mail campaign the sales talk should be logically developed and the shorter and more simply written is the letter the greater are the chances of cashing in on the drive. The main object, of course, is to develop the interest of the prospect to such a pitch that action naturally follows, this consisting either

of a visit to the dealer's establishment or by communication with the store by mail, phone, etc. Once this desirable result is accomplished the rest is up to the sales organization, each member of which should be entirely familiar with the drive so that prospects can be approached in an intelligent manner. Reproduced below are examples of letters which have proved their worth and which embody the principles outlined:

Dear Sir:—WHAT IS HOME WITHOUT MUSIC? That charming, cheery and melodious effect produced which takes away dull care and brightens the home surroundings.

If it is in the musical line, we have it. Our large attractive store in Hackensack, easy of access by all means of transportation, brings us in close touch with your home. We want you to get acquainted with us and make this your musical headquarters, and that is why we are directly bringing our store to your attention.

You will find in our showrooms a complete line of pianos of well-known makes, such as A. B. Chase, Emerson, Lindeman & Sons, Milton and Brambach. The prices range for uprights from \$395 up, players from \$545 up, and baby grands from \$635 up. Reproducing pianos from \$975 up.

In our talking machine department we are showing the newest models of Victrolas, including the art and console designs, at a new range of prices from \$25 upward.

We also carry a complete stock of Victor records, musical instruments, sheet music, music rolls, and accessories.

Music lovers will find here everything to suit their taste and fancy. If the ready cash is not available, we arrange terms to suit. Yours respectfully, BROWN'S MUSIC SHOP.

The object of the letter sent out by Brown's Music Shop, which is a new store, was to build up a prospect list and broadcast the fact that the store had been opened. Although 5,000 letters had just been sent out at the time of this writing returns were already beginning to come in. These, no doubt, will be augmented by a follow-up letter which will soon be mailed.

In a letter mailed to newlyweds, upon information obtained from the marriage license bureau, the returns on which to date have been sufficient to encourage the continuation of the campaign, the following leading paragraphs had a particularly timely appeal:

"Dear Sir—In starting your new home do not overlook the happiness and joy of music. Music is that necessity of life that cheers you when you are blue, consoles you when you are sad, soothes you when you are tired, and gives you all the comforts and joy of 'Home, Sweet Home.'

"To get the greatest satisfaction from music it is worth while to secure the advice of 'specialists.'"

This was followed by a description of what was termed a "Happy Home Outfit," consisting of a talking machine, records, record brush,

needles and all the other necessary accessories.

Selecting the Prospects

It is obvious to anyone who has been in the talking machine business for any length of time how useless it is to try to make an indiscriminate appeal. It is a great temptation for the dealer to select his prospect names from the telephone or city directory. This is unsatisfactory and usually the results are so far below par that the campaign represents a loss. The dealer works in the dark. He knows little of the type of people among whom he is soliciting business. He does not know whether any of the people to whom he sends his letters are interested in a talking machine or whether they would consider the type of instrument he is offering. The only solution of this problem is an up-to-date prospect list and this means not only the names of people who may be interested in a talking machine, but also sufficient information regarding them to enable the dealer to determine who are the most likely to respond to his mail appeal. It is much more profitable to send out one hundred letters to people who are in the market for an instrument or records than to send out a thousand letters blindly in the hope that some of the people receiving them may be interested.

COLUMBIA WINDOW CONTEST

Employees of New York Branch, Teamed in Pairs, Trying Skill in Model Store

The local branch of the Columbia Phonograph Co., New York, is holding a window-dressing contest among its employees. The participants in the contest are divided up into sixteen teams, two persons to a team. Each team has an opportunity to decorate the display window in the model store of the branch, the display remaining for two weeks, at the expiration of which time another team is permitted to try its skill. The rules of the contest provide that each team is allowed an expenditure of not more than \$2.50 for material to be used in the display. However, it is at liberty to use any stock and advertising matter which may be in the possession of the local branch. Judges of the contest decide upon the most attractive display during the period of thirty-two weeks, and a suitable prize is awarded to the winning team.

The contest has a twofold purpose; first, it arouses a spirit of healthy competitive interest among the personnel of the branch, and, in the second place, results in a number of good ideas which Columbia dealers may avail themselves of in preparing their window displays.

NATIONAL METALS DEPOSITING CORPORATION

FACTORY
34 East Sidney Ave., Mt. Vernon, N.Y.
Telephone: Oakwood 8845

MOUNT VERNON — NEW YORK
MANUFACTURERS OF

LABORATORY
9 East 47th St., New York City
Tel. Vanderbilt 4153



WE DEPOSIT THE
FINEST COPPER
IN THE WORLD

FOR YOUR CONVENIENCE
DELIVER RECORDED WAX
TO OUR LABORATORY



OUR
IMPROVEMENT
ALL STAMPERS
HAVE
HIGHLY POLISHED
MACHINED BACKS



Do new York's Exclusive Emerson Records?
Here's Answer
 REPRINTED FROM
DAILY NEWS
New York's Picture Newspaper
 NEW YORK, FRIDAY, NOVEMBER 16, 1923
BOUGHT BY OVER 700,000 PEOPLE

Emerson Records

The new double face 10 inch Gold Seal

AT YOUR DEALER

DEPARTMENT STORES:
 Gimbel Bros.
 Abraham & Straus
 Frederick Loeb & Co.
 A. I. Namm & Son
 Landay Bros.—All Stores
 Saul Birns—All Stores
 International Phonograph—All Stores
 Owen & Beer—All Stores
 Schweiger Bros.—All Stores

MANHATTAN

Below 14th Street
 Avenue C Music Shop, 27 Avenue C.
 M. Benjamin, 88 2d Ave., cor. 5th St.
 Saul Birns, 16 Avenue B
 Bloomfield Talking Machine Co., 122 E. 14th
 Caruso Phonograph Company, 152 Mulberry St.
 Cerabino, 75 Mulberry St.
 Circle Talking Machine Co., 149 E. Houston St.
 D'Arastino Bros., 102 Mulberry St.
 Saul Birns, 111 2d Ave.
 Emory Phonograph Company, 216 Bowery.
 J. Friedman, 175 Rivington St.
 A. Grange, 192 Grand St.
 Galley Talking Machine Co., 196 E. Houston St.
 H. Clano, 202 1st Ave.
 Good Luck Talking Machine Co., 83 Norfolk St.
 Greater New York Phono Co., 300 1/2 Grand St.
 Friedman's Music Shop, 118 Nassau St.
 Ideal Phono Co., 281 E. Houston St.
 International Music Sales Co., 116 E. 3d St.
 J. Josephberg, 121 E. Houston St.
 David Grech, 288 Rivington St.
 D. Kirsch, 163 1/2 Delancey St.
 Klipper, 19 2d Ave.
 Liberty Phono Co., 50 Canal St.
 L. Mandel, 68 Rivington St.
 M. Mandel, 110 Delancey St.
 J. H. Mayers, 101 Essex St.
 J. H. Mayers, 208 E. Houston St.
 Jack Minschberg, 37 Avenue D
 Pinner & Jacob, 54 Clinton St.
 Phonograph Bargain Store, 9 Stuyvesant St.
 Piccolo Phono Store, 185 Mulberry St.
 Penn. Phono Co., 86 Essex St.
 Louis Rorer, 210 Clinton St.
 Utako Phono Store, 104 Avenue B
 F. Ryan, 187 Grand St.
 Morris Ross & Delancey St.
 H. Silverman, 69 2d Ave.
 Silver Graphophone Shop, 22 Delancey St.
 Variety Sales Co., 145 Mulberry St.
 W. Zuckerman, 23 E. Broadway

Between 11th and 63rd Sts
 Acme Graf Co., 181 E. 23d St.
 A. Dwyer, 211 W. 42d St.
 Morris Fine, 136 11th Ave.
 Charles A. Flood, 433 3d Ave.
 Gimbel Bros., 314 St. and 7th Ave.
 Charles Music Shop, 256 W. 14th St.
 J. Klein, 493 2d Ave.
 A. H. Manger, 281 9th Ave.
 Manhattan Sporting Goods Shop, 606 9th Ave.
 Melody Piano Co., 216 E. 14th St.
 Melody Shop, 147 Broadway
 D. P. Medsker, 711 2d Ave.
 Penn. Novelty Co., 818 7th Ave.
 Plaza Sport Shop, 1045 2d Ave.
 Reensoul, 125 4th Ave.
 Terminal Radio Music Shop, 244 W. 34th St.

Between 59th and 125th Sts
 Academy Music Shop, 2517 Broadway
 Alhambra Music Store, 2128 7th Ave.
 F. Bullenkamp, 726 Columbus Ave.
 G. Di Felice, 2284 St. and 7th Ave.
 European American Record Co., 116th St. and 7th Ave.
 F. F. Music Shop, 794 Columbus Ave.
 R. Goldfinch, 2225 3d Ave.
 Grand Phono & Radio Co., 1803 3d Ave.
 Harlem Music House, 1581 2d Ave.
 Harmon Music Shop, 114 E. 125th St.
 S. Linden, 1582 Madison Ave.
 Edison Music Hall Co., 66 W. 125th St.
 A. Edison, 67 W. 121st St.
 Nephthys, 1597 2d Ave.
 New Harlem Record Exchange, 1076 3d Ave.
 R. York, 1502 1st Ave.
 J. H. Remick & Co., 2551 Broadway
 C. Scheib, 1526 2d Ave.
 Silbacy & Co., 1586 1st Ave.
 D. Vermulen, 1870 3d Ave.

Between 125th St.—North
 Saul Birns, 507 W. 181st St.
 T. Eisenberg, 2426 8th Ave.
 Morris Music Shop, 659 Lenox Ave.
 New York Music Store, 2514 8th Ave.
 New York Music Store, 1966 Amsterdam Ave.
 Public Music Store, 2750 8th Ave.

BRONX
 H. Paros, 563 East 138th St.
 Bell Music Shop, 529 E. 180th St.
 Belmont Music Shop, 681 E. Tremont Ave.
 Saml Birns, 413 Westchester Ave.
 Boulevard Music, 579 So. Blvd.
 Brans Record Store, 119th St. and Courtlandt Ave.
 H. Huff, 479 E. 163d St.
 B. Frank, 1658 Washington Ave.
 T. F. Goodman, 923 E. 17th St.
 H. Greenberg, 3901 2d Ave.
 J. Kaplan & Nassau, 468 E. 134th St.
 Jackson Phono Co., 671 Westchester Ave.
 Here's Music Shop, 2674 White Plains Ave.
 L. Leibowitz, 908 E. 164th St.
 L. J. Lellouche, 1161 Webster Ave.
 E. L. Lebowitz, 1223 Wilkhus Ave.
 Present Talking Machine Co., 951 S. Grand St.
 Dixie Music Shop, 1011 E. 180th St.
 Rose Music Shop, 4201 7d Ave.
 Startlich Music Shop, 1061 Tremont Ave.
 Westwood Talking Machine Co., 515 Longwood Ave.

BROOKLYN
 Abraham & Straus, Fulton St.
 A. Aron & Sons, 371 Graham Ave.
 Benson Music Shop, 2913 86th St.
 Blumenthal's Phono Shop, 10 Lee Ave.
 H. Birk, 1903 Pitkin Ave.
 Bridge Plaza Music Shop, 252 S. 5th St.
 Broadway Music Store, 1627 Broadway
 Apollo Bros., 642 Lorimer St.

The same High Standard noiseless Surface Record



THE same world-famous artists, full tone-quality, smooth, clear reproduction, that for years have symbolized

"Emerson Fame" the same splendid entertainment, recognized and favored by music lovers, everywhere—

ALL these combined, distinguishing qualities of this Nationally Popular Record have been maintained and rendered

"An Emerson Achievement" by the NEW LOWERED RETAIL PRICE
50 cents

Go to day to your Emerson Dealer and listen to the full volume, rhythmic dance music, of the Emerson Instrumental Records, or hear the new Irving and Jack Kaufman vocal selection, and you will instantly realize why the Emerson Record for more than ten years has been the standard of excellence.



LATEST SONG AND DANCE HITS

- 10682 Last Night on the Back Porch
- 10679 Somebody's Wrong
- 10679 What Do You Do Sunday, Mary
- 10679 Foolish Child
- 10683 An Orange Grove in California
- 10677 Little Butterfly
- 10677 Sitting in a Corner
- 10681 Twilight Shadows
- 10681 I Love You
- 10681 Roaming to Wyoming
- 10657 Just a Girl that Men Forget
- 10657 That Old Gang of Mine

"If it's a Real Hit, it's First Out on the Emerson"
 Ask Your Dealer for Complete Emerson Catalog of American, German, Jewish, Italian, Russian and Polish records.

AT YOUR DEALER

R. Catalain, 208 Flushing Ave.
 Central Talking Machine Co., 1730 Pitkin Ave.
 Antonio Centavre, 209 Johnson Ave.
 F. De Carlo, 281 Court St.
 M. Del Terzo, 127 Stone Ave.
 Charles Ferni, 125 Nassau Ave.
 Fifth Ave. Graf Shop, 704 5th Ave.
 Fifth Ave. Music Shop, 202 5th Ave.
 Plumber's Music Store, 910 Saratoga Ave.
 Fort Hamilton Musical Exposition, 446 86th St.
 Fralich Talking Machine Co., 225 Columbia St.
 H. Gerwick, 125 Sutter Ave.
 R. Gitterson, 418 Ketchikaner Ave.
 L. Goldapple, 28 Myrtle Ave.
 L. Gouli, 842 Fresh Pond Road
 The Harmony Music Shop, 291 Smith St.
 Heichrota Talking Machine Co., 402 Bushwick Ave.
 M. Karlinky, 261 Sutter Ave.
 Krskauer Bros., 1453 Pitkin Ave.
 Lafayette Music Shop, 269 Kingston Ave.
 L. Lefelski, 201 Meeker Ave.
 S. Leikowitz, 48 Seigel St.
 H. Leone, 163 Stone Ave.
 A. G. Levy, 1103 Broadway.
 Liberty Music Sales Agency, 308 Graham Ave.
 Frederick Loeb, Fulton St.
 Messina, 715 Third Ave.
 Metropolitan Music Store, 150 Graham Ave.
 Mullen Bros., 679 Franklin Ave.
 Mulligan's Music Shop, 266 Smith St.
 A. I. Namm's Dept. Store, Fulton St.
 Phillip Nobel, 409 Sutter Ave.
 Northside Music Shop, 197 Bedford Ave.
 Owen & Beer, 1074 Flatbush Ave.
 Orpheus Music Shop, 537 5th Ave.
 Prospect Music Shop, 235 9th St.
 Mrs. J. Pozzani, 151 Wythe Ave.
 J. Racow, 302 Grand St.
 S. Reif, 3915 3rd Ave.
 Max Resnick, 2241 Fulton St.
 Y. Risakro, 158 Johnson Ave.
 C. Rosella, 224 4th Ave.
 S. Rosen, 8 Tompkins Ave.
 Russo Bros., 87 Havermeyer St.
 Seltzinger Bros., 2421 Myrtle Ave.
 R. A. Schweiger Inc., 1524 Broadway
 G. Seltzmann, 1751 Broadway
 P. Seltzmann, 1832 Fulton St.
 Charles Silfberg, 178 Myrtle Ave.
 Slatnik, 679 Manhattan Ave.
 M. Special & Selacia, 130 Wilson Ave.
 Emanuel Steinhauser, 9211 5th Ave.
 Felix Strauss, 187 Court St.
 F. V. Trush, 550 7th Ave.
 Wagon Phono Shop, 749 Grand St.
 J. Warnow, 924 Sutter Ave.
 M. S. Warshil, 617 Myrtle Ave.
 Waxman's Music Shop, 1562 Myrtle Ave.
 Weiber Talking Machine Co., 241 B'way
 Weiber Talking Machine Co., 284 B'way
 Williamsburg Talk. Mach. Co., 59 Graham Ave.
 W. P. Wilson & Son, 1295 Broadway
 Wolman Talking Machine Co., 569 Grand St.
 Wyckoff Talk. Machine Co., 325 Wyckoff Ave.
 Young & Sons, 2124 Fulton St.

CONY ISLAND

Bath Beach Music Store, 1803 Bath Ave.
 Bath Beach
 Blue Bird Music Shop, Surf Ave.
 Brighton Melody Music Shop, 5th St.

STATEN ISLAND

W. E. Karczewski, 112 Jersey St. New Brighton.
 S. Marzio Music Bank
 Park Sport Shop, 562 Bay St. Stapleton.
 L. G. Witt, 518 Richmond St. Port Richmond.
 S. Wyrost, 16 Jewett Ave., Port Richmond

LONG ISLAND

Andala Music Store, 127 Corona Ave., Corona
 Benjamin Variety Store, Center Horshoes
 C. & H. Electric Supply Co., 99 Grand Ave.
 Baldwin
 Conis Music Shop, 196 Park Ave. Amityville
 J. B. D'Errico, 18 Village Ave. Rockville Center
 D. Dorfman, Locust Valley
 Wm. Goldman, South St., Oyster Bay
 T. Casiner Great, 474 Hillside Ave., Jamaica
 C. F. Mates, 129 Bridge Plaza South E. 1 City
 J. C. Lawrence, South Lynbrook
 Leone's Music Shop, 10 Lonsda Ave., Corona
 Levin Music Shop, 118 Surf Ave., Port Jefferson
 Harold Marlford, Greenport
 The France Music Shop, New York Ave. Huntington
 Popular Price Music Store, 438 Steiner Ave. Astoria
 Horwazy Electric Shop, 189 Beach 116th St. Hicksville
 Horwazy Music Shop, 8718 Boulevard, Rockaway
 D. Sausner, Broadway, Hicksville
 F. V. Trush, 100 W. Main St., Pathogue
 A. Varentschi, 29 Woodside Ave., Winfield

JERSEY CITY

J. Rony's, 523 Grove St.
 Carlos Music Store, 252 Second St.
 Buckman's Music Store, 618 Newark Ave.
 Grauman Music Shop, 491 Central Ave.
 Greenville Music Shop, 182 Jackson Ave.
 A. Lutzak, 201 Grand St.
 A. A. Lovi, 162 Jackson Ave.
 S. Malinowski, 42 Grove St.
 Mitchell Music Shop, 161 Montrose Ave.
 D. Nutkin, 206 Communipaw Ave.

Free Offer

MAIL THIS TODAY
 Emerson Phonograph Co. Inc.
 105 111 West 20th St., N. Y. C.
 Gentlemen:
 I kindly send me FREE 100 Emerson needles and complete catalog of Emerson Records.
 Name _____
 Address _____

OVER ONE HUNDRED MILLION EMERSON RECORDS HAVE BEEN SOLD

Study of Humanity Builds Big Business

Live Retailer in New York's San Juan Eliminates Sales Risks Through Constant Study of His Customers and Business Ability

Selling talking machines and records isn't the same everywhere, according to L. Dreazen, proprietor of Dreazen's Music Shop, located in the negro section of New York City. The problems which this live dealer solves daily would make the neighborhood retailer in a quiet residential section of the city throw up his hands in despair. Yet, Mr. Dreazen, through remarkable business ability and the gift of telling at a glance the type of person who enters the store, enjoys a trade second to none in a store of its size in the city. How he has built up a most remarkable business and what he has learned in handling difficult customers, as well as his methods of selling, are interesting, aside from

the value of these practical methods to other dealers who are faced with some problems of a similar character.

Must Study Customers

"Although my store happens to be in the negro section of the city, and while I have a large colored clientele, I also have an extensive following of white people. None of my customers is of the type overburdened with money and securing money due me is probably my most difficult problem, especially where the negro trade is concerned. This is due mainly to the happy, care-free dispositions of these people. And I want to say right here that despite my large business I seldom fail to get what is coming to me and repossessions are rare. Why? Simply because I know the people with whom I am doing business. I have studied them for twenty years. I know the characteristics of an individual as soon as he starts to talk. It isn't difficult when one applies himself to studying the little quirks and twists of human nature. No matter where the talking machine dealer is located and no matter what kind of people he serves, he must study them for two reasons; first, to know how to handle them so that he can sell intelligently, and, second, to protect himself against loss, although deliberate tricksters are not numerous.

Methods of Collection

"Of course, I sell on the instalment plan and the down payment I receive in most cases is none too large. I have two collectors on the job regularly who visit each customer weekly. The peculiar bent of the negro makes necessary weekly collections. And, furthermore, the collector must be at the home of the customer when he comes home with the pay envelope, otherwise his chances of getting any money are slim. From my customers I can secure information which few other dealers possess. For example, I know where each member of each family works, when they are paid and when they get home from business. My collector is there when he or she comes home and I must say that by this means we have little trouble in getting the money."

Canvassing Brings Business

Mr. Dreazen believes thoroughly in the canvassing method of securing business. One canvasser is employed regularly and in addition a number of insurance men are on the job. The latter have entré to homes where the ordinary canvasser would not be able to enter and they also have the opportunity of observing whether there is a talking machine in the homes of their clients. The opportunity of actually selling is there, too. These men work on a commission basis, receiving payment only when they make sales. The regular canvasser covers a wide territory and has been successful in adding many regular customers to the already long list of this progressive dealer.

Service Pays Well

The negroes of his section have unlimited confidence in Mr. Dreazen. They know that he will give them a square deal and for this

reason his clients purchase all their musical requirements from him. That service pays well here as everywhere is amply demonstrated by the fact that negroes travel all the way from Newark, N. J., and Orange, N. J., to do business with him. They formerly lived in the neighborhood served by the store and when they moved out of town the confidence built up by thoughtful service manifests itself in this continued patronage. This does not apply only to the negroes, but also to the white clientele. Mr. Dreazen enjoys an extensive trade in Brooklyn and Long Island, all purchases being made from the New York store.

Some Exciting Moments

Occasionally a customer tries to quit the city before the instrument has been paid for, taking the machine along. It doesn't work, though, because Mr. Dreazen keeps a close watch and invariably finds out what is in the wind before it is too late. If necessary he traces the person to his or her new home and either repossesses the machine or secures the money due. He is constantly on the outside, going through his territory. One morning he happened to be strolling through a street on which he knew he had several customers. He noticed a moving van backed up to the curb and the men in the act of taking a talking machine from the house in which lives one of his customers. He recognized the instrument as one which had been sold by him a month previously and on which a considerable amount of money was still due. To make sure, however, he questioned the moving men, whom he happened to know, and they told him that the party was moving to the South. His first move was to make sure that the instrument would not be shipped and his second move was to send one of his collectors to visit the purchaser for some plain talk. This is only one of a number of interesting and sometimes exciting moments in the life of this dealer, but it illustrates the point that the merchant who knows his trade and acts accordingly will not be fooled many times by thoughtless or dishonest customers.

PLAZA BULLETIN MEETS REAL NEED

The new illustrated accessory catalog recently forwarded to the trade by the Plaza Music Co. has brought further requests for this publication. It has several features which have a wide appeal. Among these is the fact that the publisher has only included what it calls "featured products," and includes all standard supplies for talking machines. The illustrations, dimensions, price list and other data make the catalog one of ready reference.

NEW VICTOR MONTHLY HANGERS

Beginning with November, the Victor Co. is supplying retailers with record hangers, listing all the records released during the month. These hangers are in addition to those listing the records released weekly.

The PHONOMOTOR CO.

WM. F. HITCHCOCK, Proprietor
121 West Avenue Rochester, N. Y.

An Electric Equipment for the PHONOGRAPH



Fully GUARANTEED

Universal—alternating or direct current. Complete, with every part ready to run.

Sample, mounted on motor board, 12x12 $\frac{3}{4}$, \$25.00 C.O.D. Money back if not satisfactory.

The PHONOSTOP

An automatic stop for all talking machines, 100% efficient.

STANDARD FOR EIGHT YEARS



Guaranteed.

Sold direct to manufacturers all over the world.

Nickel or Gold.

Your phonograph is worthy of the best stop.

This is the only one.

Your customers appreciate it

Our NEED-A-CLIP

A fibre needle clipper with hardened tool steel blade, retails at 75c, does its work perfectly, indefinitely.

WE ALSO SELL GENERAL PHONOGRAPH HARDWARE

Trade Prices upon application

The PHONOMOTOR

Trade-Mark Reg. U. S. Pat. Office

DIRECT FACTORY PRICE—JUST MENTION THE QUANTITY

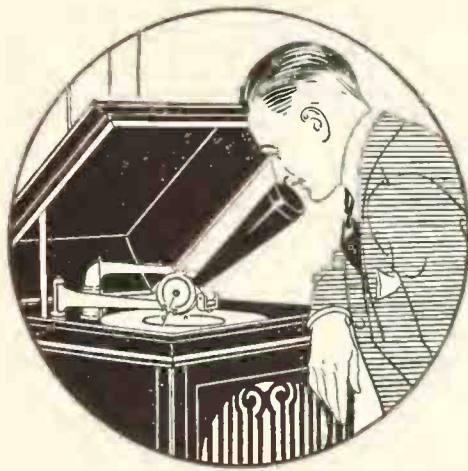
MOTORS	CASTINGS	TURNTABLES MOTOR FRAMES TONE ARMS HORNS and THROATS	Stylus Bars
TONE ARMS	Grey Iron		Screw Machine Parts
REPRODUCERS	and Brass for		Talking Machine Hardware

Direct Quantity Importations On { JEWEL and STEEL (Bulk or Packed)
PHONOGRAPH NEEDLES
GENUINE RUBY BENGAL MICA

D. R. DOCTOROW

Vanderbilt Ave. Bldg.
51 East 42nd Street, New York
Tel. Murray Hill 800

Your Customers Can
Record Their Own Voices—and
Hear Their Own Voices



The **Pathé** *Home Voice Recorder on all 1924*
Pathé DeLuxe Models Makes
Present Phonographs Obsolete

Home recording is possible because 1924 model Pathe Phonographs are instruments of better construction and design, and have perfect, smooth, powerful motors and reproducing devices superior to anything ever offered.

The Pathe Voice Recorder makes permanent aluminum records. They last indefinitely—they are played with ordinary fibre needles.

The New Pathé DeLuxe Models with this additional exclusive feature—give

Double Value — Double Enjoyment — Double Service—and
Double the “Punch” back of your Sales.

*Write today for the most liberal proposition
ever offered to the dealer*

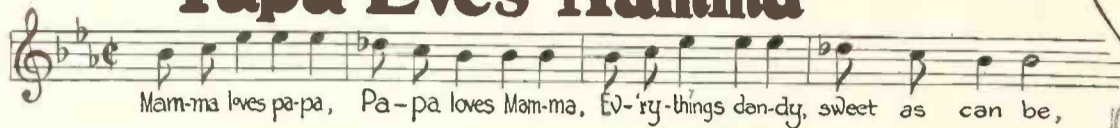
Pathé Phonograph and Radio Corporation

20 Grand Avenue

BROOKLYN, N. Y.

Mamma Loves Papa

Papa Loves Mamma



CARUSO ROYALTIES HALF MILLION

Court Records Show Victor Paid \$585,727 to Tenor's Heirs in Two Years

Royalties totaling \$585,727 were paid to the estate of Enrico Caruso, for the years 1921 and 1922, on contracts with the Victor Talking Machine Co., for whom Caruso made records. This was disclosed in an accounting filed last month in the Court of Chancery at Trenton by the widow, Mrs. Dorothy Park Benjamin Caruso. Under the contract the Caruso estate is entitled to 10 per cent royalties for an indefinite number of years.

Mrs. Caruso, who was ancillary executrix of the estate in New Jersey, filed with the accounting a petition that her distribution of the Victor royalties be approved and that thereafter the Victor Co. distribute the royalties to the beneficiaries without her intervention as administratrix.

An agreement provides for the payment of royalties annually. Another Naples court decree, dated June 16, 1922, authorizes the pay-

ment of royalties as follows: One-eighth each to the sons, widow and brother, and of the remaining four-eighths, two-eighths to the widow as tutor for Gloria, the tenor's daughter, and the remaining two-eighths to be deposited in the bank to Gloria's account.

MANY ADD CHILDREN'S RECORDS

"Little Tot Records" Made by the Regal Record Co. Find Places in Leading Metropolitan Stores—Special Departments Installed

The Regal Record Co., Inc., 18 West Twentieth street, New York City, manufacturer of "Little Tot Records," now has its children's product on sale in thirteen of the fourteen metropolitan department stores. Twelve of these New York stores either have built special booths for the demonstration of these records and the display of the accompanying albums or they have set aside specially equipped booths for those purposes. Most of these booths are decorated in a manner to appeal to children. The nursery illustrations and gay colors are used freely.

Among the stores that are featuring "Little Tot Records" are Stern Bros., Hearn's, McCreery, Gimbel Bros., Bloomingdale's, Abraham & Straus, Frederick Loeser & Co., John Wanamaker, L. Bamberger & Co., A. I. Namm, Lord & Taylor, Hahne & Co., Adams, Flannigan Co. and Koch & Co.

The majority of these stores have found the demand for "Little Tot Records" and the possibilities in sales so large as to make it necessary to appoint special salesmen for the demonstration of these goods and to give service to the users of the children's booths.

In conjunction with the exploitation campaign on "Little Tot Records" during the holiday season the Regal Record Co. has prepared thousands of circulars for consumer distribution. These invariably have the imprint of the retailer, are multi-colored and in most instances carry illustrations for children.

Besides the four albums, with three records in each, the manufacturer also releases from time to time additional records in specially designed envelopes. These can be inserted in the albums, which are arranged in loose-leaf manner. Among the added records are several Christmas numbers which the retailers are finding quite popular at this season.

The four albums each carry a separate title, "Merry Song Book," "Happy Day Book" and "Jolly Game Book." All three of these books carry records with orchestra accompaniment; the other book is one containing stories and is marketed under the name "Story Hour Book."

R. A. BRANIGER OPENS BRANCH

R. A. Braniger, who for several years has operated the Columbia Grafonola Shop in Hollywood, Cal., has opened a branch in Santa Ana, Cal., where he will handle Columbia phonographs and records exclusively.

EXTENSIVE R. C. A. MUSICAL PROGRAM

American Orchestral Society Signed Up to Broadcast Fifteen Concerts From Station WJZ During the Winter Season

The Radio Corp. of America has completed arrangements by which the American Orchestral Society will broadcast from station WJZ, New York, the entire series of fifteen concerts which the organization, in co-operation with the New York Philharmonic Orchestra, has scheduled for the Winter season. The first concert was held on November 25, and the remaining programs will be sent through the ether at regular intervals until April 8, 1924. The Orchestral Society numbers over 100 instruments, the entire ensemble to play the first two of the three groups into which the series has been divided. These are five concerts played by the society for the New York Philharmonic Orchestra and a series of five concerts composing the annual series given by the society to the People's Institute. The third group will be the Children's Afternoon Concerts, given by an orchestra of fifty-five picked members of the New York Philharmonic.

SONORA POSTERS BEST OF THE YEAR

Sonora posters were selected as the most attractive and effective produced during the year at the annual convention of the Association of National Advertisers held recently at the Westchester-Biltmore Country Club, Rye, N. Y. Four of the posters were selected and placed in a prominent position in the hall where the meetings were held and they received honorary mention from the committee in charge.

MAIN SPRINGS FOR ALL MOTORS

Best Quality - Quick Service - Low Prices



Each spring packed in a separate, numbered box. Each spring made of best crucible steel, tested and carefully inspected before leaving our factory.

Send us your order to-day.

	Price each	Price each	Price each
	in	in	lots
	50c	48c	of 50 of 100
For Victor Motor			
No. MSW 1—1 inch wide, .022x13 feet long, pear shaped hole at both ends.	50c	48c	45c
No. MSW 2—1 1/4 inch wide, .022x17 feet long, pear shaped hole at both ends.	75c	72c	70c
No. MSW 19—New Style, 1 inch x .022x13 feet long, crimp end on inside.	50c	47c	45c
No. MSW 20—New Style, 1 1/4 inch x .022x17 feet long, crimp end on inside.	75c	72c	70c
For Columbia Motor			
No. MSW 21—25/32 inch wide, .025x10 feet long, pear shaped hole.	45c	43c	40c
No. MSW 22—29/32 inch wide, .023x11 feet long, pear shaped hole.	45c	43c	40c
No. MSW 3—1 inch wide, .023x10 feet long, pear shaped hole.	50c	48c	45c
For Heineman Motor			
No. MSW 21—25/32 inch wide, .025x10 feet long, pear shaped hole.	45c	43c	40c
No. MSW 6—1 inch wide, .025x12 feet long, pear shaped hole.	50c	48c	45c
No. MSW 23—1 3/16 inch wide, .026x19 feet long, pear shaped hole.	80c	77c	75c
For Brunswick, Krasberg, Saal, Sonora, Stevenson, Silvertone, Aeolian, Cheney, United, Meiselbach or Thomas Motors			
No. MSW 8—1 inch wide, .026x13 feet long, oblong hole.	55c	53c	50c
No. MSW 9—1 inch wide, .026x16 feet long, oblong hole.	65c	63c	60c
No. MSW 10—1 inch wide, .026x18 feet long, oblong hole.	75c	73c	70c
No. MSW 25—1 inch wide, .027x10 feet long, oblong and pear shaped hole.	45c	43c	40c
We punch both an oblong and pear shaped hole on the end of these springs, so that they may be used for any type of motor.			
Other Standard Makes			
No. MSW 17—3/4 inch wide, .025x10 feet long, pear shaped hole.	40c	38c	35c
No. MSW 18—7/8 inch wide, .025x10 feet long, pear shaped hole.	45c	43c	40c

These prices are F. O. B. Chicago. Send enough to cover postage if wanted by parcel post or we will ship by express. Combination orders may be made to obtain quantity price.

COLE & DUNAS MUSIC CO.

430 S. Wabash Ave. Chicago, Ill.

Headquarters for Everything in Musical Merchandise. Write for our new bargain bulletin; 1000 different items at special prices.

ITALIAN Popular Music



Recorded in Italy by the Best-known Italian Artists

AND



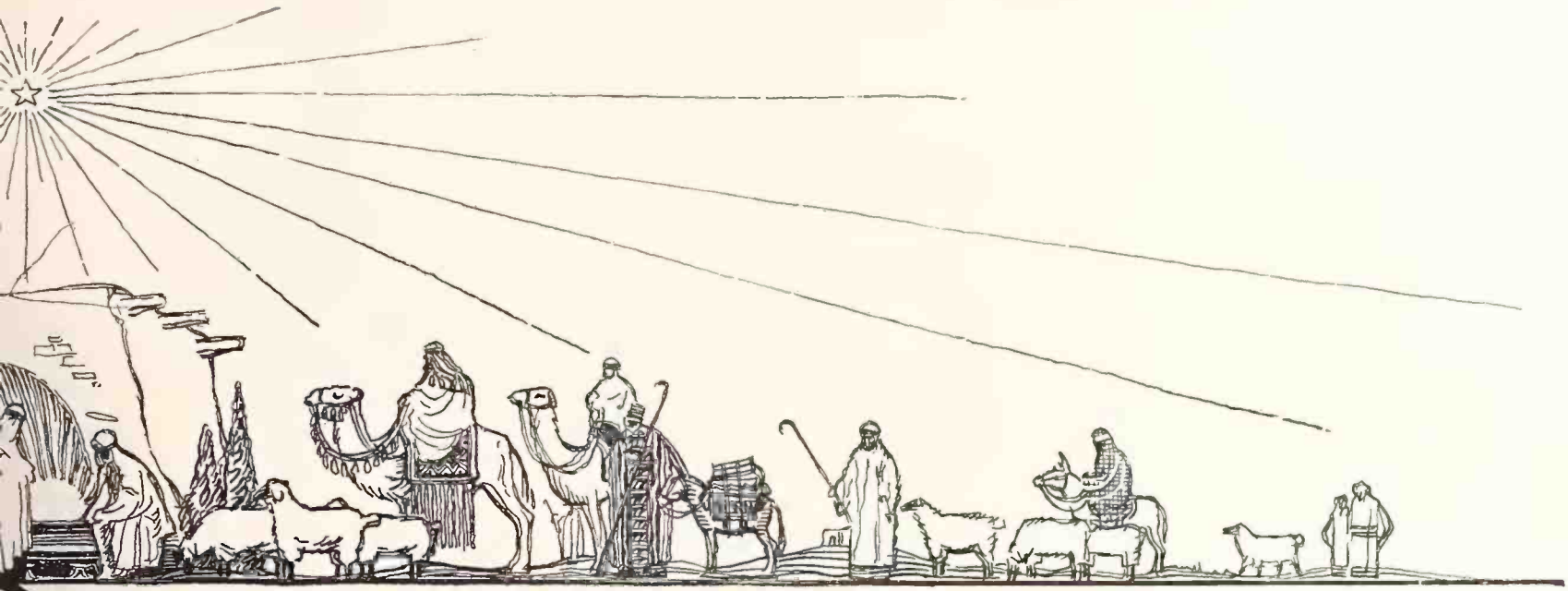
MONTHLY RELEASES
WRITE FOR CATALOGUES
Out-of-Town Agents Wanted

Distributed by

ITALIAN BOOK CO.
145 Mulberry St. New York, N. Y.



"An Old World Christmas"
From the painting by Buehr



A real old fashioned Christmas Greeting

Your generous co-operation has made it possible to build up a national organization and to celebrate with you this Christmas, our ninth anniversary.

We deeply appreciate the friendship you have shown and the staunch support you have given us in times of depression. 1923 has been a profitable year and indications point to 1924 as being a year of great prosperity for the entire industry.

We extend to you our sincerest wishes for A Very Merry Christmas and A Happy and Prosperous New Year.

O. W. Henn
President

GENERAL PHONOGRAPH CORPORATION
25 WEST 45th STREET, NEW YORK CITY

Columbia Demonstration Record Big Success

Over a Million of These New Process Records Sold—Great National Publicity Campaign Scoring Splendid Results—Dealers Most Enthusiastic Over Record Return Privilege

Although final sales figures have not yet been completed and will not be available for a few weeks there is every indication that the campaign sponsored by the Columbia Phonograph Co. in behalf of its new demonstration record was one of the most successful sales drives in recent years. Over 1,000,000 of these demonstration records have already been sold, and from coast to coast Columbia branch managers and Columbia dealers have been telephoning and telegraphing additional orders for immediate delivery.

The publicity campaign behind this demonstration record was carefully worked out in every detail and covered magazines and newspapers reaching millions of readers and homes. The campaign started on November 17 with a full-page advertisement in the Saturday Evening Post of that week. A full page in four colors appeared in the American Weekly of November 25, with a circulation of 4,500,000; full pages were used on November 25 in rotogravure sections of newspapers throughout the country with a combined circulation of 8,000,000 readers and black and white full-page advertisements appeared on November 25 in Sunday newspapers with a circulation of 1,500,000. In order that Columbia dealers might tie up effectively with this mammoth campaign the Columbia advertising department prepared a striking window poster in colors, and dealers everywhere have been displaying this poster to attract the attention of passers-by. Proofs of the full pages appearing in the American Weekly and the Saturday Evening Post were sent to the Columbia branches for distribution among the dealers and were used to excellent advantage.

As a result of this far-reaching advertising campaign and the splendid co-operation afforded Columbia representatives in bringing the demonstration record to the public's attention the success of the drive was immediately apparent. Orders for large quantities were received by the branches from the best dealer accounts in their territories and before the campaign was well under way it was evident that the main problem was one of production and not one of sales. In fact, the Columbia factories have been working to capacity to handle the requirements of the trade for the demonstration record, but, with all of this activity, it has been practically impossible to keep pace with the demands of the dealers.

This demonstration record was introduced in order to call to the attention of prospective record purchasers the distinctive merits of Columbia New Process records. It has succeeded admirably in fulfilling its purpose and Columbia branch managers are unanimous in expressing the opinion that this demonstration record will serve as a vital factor in stimulating the sale of New Process records throughout the coming year. The demonstration record in itself comprises a double ten-inch recording, featuring on one side an operatic selection by Charles Hackett, famous tenor and exclusive Columbia artist; a violin solo by Toscha Seidel, well-known concert violinist and exclusive Columbia artist, and a symphony orchestra number. On the reverse side is a popular dance hit by Ted Lewis, one of the country's foremost dance orchestra directors and an exclusive Columbia artist. Each demonstration record is enclosed in a special envelope of a distinctive color, giving the complete story of the record and its purpose.

In addition to this tremendous advertising campaign devoted exclusively to the demonstration record the Columbia Phonograph Co. used in November countrywide publicity in behalf of Columbia phonographs and records. On November 4 a full page in four colors appeared in the American Weekly, and throughout the

month three-inch advertising on current hits was used in approximately 750 newspapers, averaging three insertions per week in each paper. In foreign language newspapers advertising occupying eighteen inches and three inches was used, and a general schedule in leading weekly

optimistic reports received by the sales department from branches and dealers throughout the country. The company has been congratulated everywhere upon the liberality and practicability of its record return privilege, announced in the November issue of The World. It is predicted that this return privilege will assist the dealers materially in making the coming year an exceptionally profitable one, insofar as record sales are concerned. The new Columbia record labels are meeting with popular favor wherever they have been shown and the new trade-mark

This special demonstration
Columbia
New Process RECORD for 25¢

Charles Hackett
Columbia Symphony Orchestra

Toscha Seidel

Ted Lewis and His Band

A
B

Showing the laminated construction of Columbia New Process Records. The outer or playing surfaces are made of a substance over which the needle travels almost insensibly. The centre core is built much harder to resist warping.

Columbia

Columbia New Process Demonstration Record Featured Illustratively in Advertising

negro newspapers was also included in the month's appropriation.

The December advertising program prepared by the Columbia Co. is even more pretentious and important than the November schedule, constituting a powerful incentive to Columbia sales totals during the month. On December 2 a full page in four colors appeared in the American Weekly, and on the same date full pages were used in the rotogravure sections of the leading Sunday newspapers or black and white full pages in Sunday editions where rotogravure is not used. On December 1 a full page appeared in the Saturday Evening Post, to be followed by another page on December 15. On December 16 a full page in four colors appears in the American Weekly, together with full pages in the Sunday rotogravure sections or black and white where rotogravure is not used. Throughout the month the three-inch advertising on popular hits is appearing in approximately 750 newspapers, with regular advertising in the foreign language newspapers and a campaign in the largest negro weeklies.

It is gratifying to note that the Columbia Phonograph Co.'s confidence in the future, as evidenced by its tremendous advertising schedule the past few months, is reflected in the

is being used to advantage by the dealers in their general publicity. The Columbia Phonograph Co. is getting ready for a healthy, prosperous year and it will undoubtedly receive the hearty co-operation of its dealers in attaining this goal.

PLATT CO. TO HAVE NEW BUILDING

LOS ANGELES, CAL., December 3.—Plans for an eight-story Class A store and studio building for the Platt Music Co., at Hollywood boulevard and Cherokee street, have just been completed and the Milwaukee Building Co., a local construction firm, will soon start the erection of the structure. The structure will cost approximately \$400,000. The first floor of the new building will be occupied by the music concern and the upper floors will be designed and leased for studio purposes. When completed the Platt Co. will have a fine, modern store.

The Melody Music Shop, 111 Madison street, Memphis, Tenn., has been enjoying considerable success in the sale of Brunswick phonographs and records and the lines of musical instruments which it handles. Intensive advertising has been responsible.

Phonograph Parts and Supplies

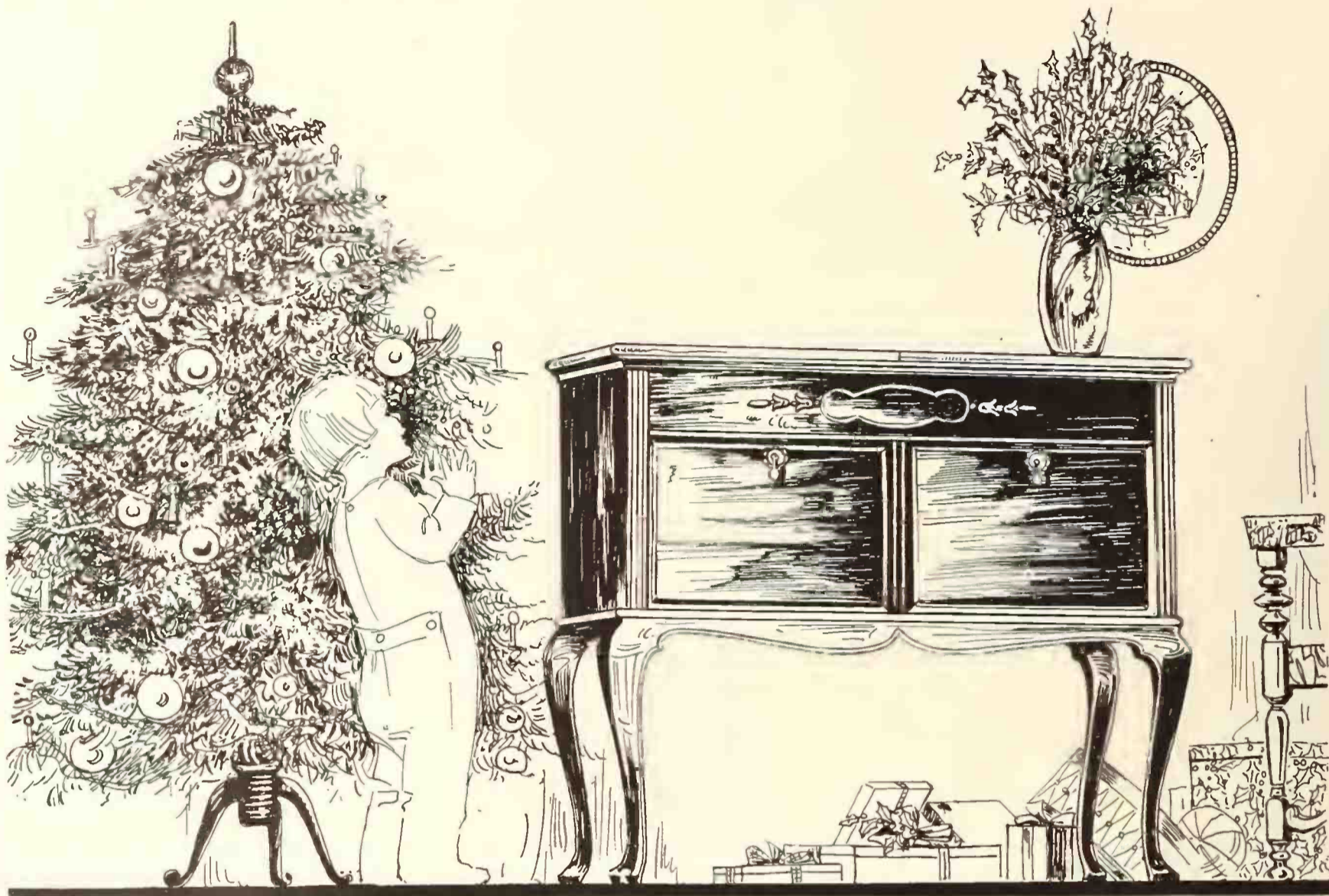
MOTORS, TONEARMS, SOUNDBOXES, SPRINGS AND NEEDLES OUR SPECIALTY

Lowest Prices and Best Qualities Always Available for Delivery Anywhere

Send for Bargain List of Repair Parts and Motors

THE VAL'S ACCESSORY HOUSE

1000-1002 Pine Street St. Louis, Mo.



For Every Home on Xmas

The AEOLIAN-VOCALION

The grace and conservative design of the Queen Anne Period Style No. 1642 gives it one advantage over many period models: it will look well in any room no matter how simple or elaborate the decorations may be.

Style No. 1642 Queen Anne, List Price: \$225.00

Dimensions—Height 35", width 38", depth 22". Motor—Multiple spring, constant speed, non-vibrating and mounted free from contact with resonating parts. Equipped with speed regulator. Vocalion Automatic Stop—of an entirely novel and improved type; superior to and simpler than any other on the market. Reproducer—The Vocalion Improved Sound Box. Equipped with Graduola, and gold hardware and supplied with albums.

Hearing is believing and the mellow, musical tone of this instrument is a worthy advance in the field of phonographs made possible by the developments of the world's leading experts on reproduced tone who have cooperated in the creation of the AEOLIAN-VOCALION.

The remarkable Graduola Tone Control is to the phonograph what the artist's touch is to other instruments.—It is an exclusive Aeolian-Vocalion feature.

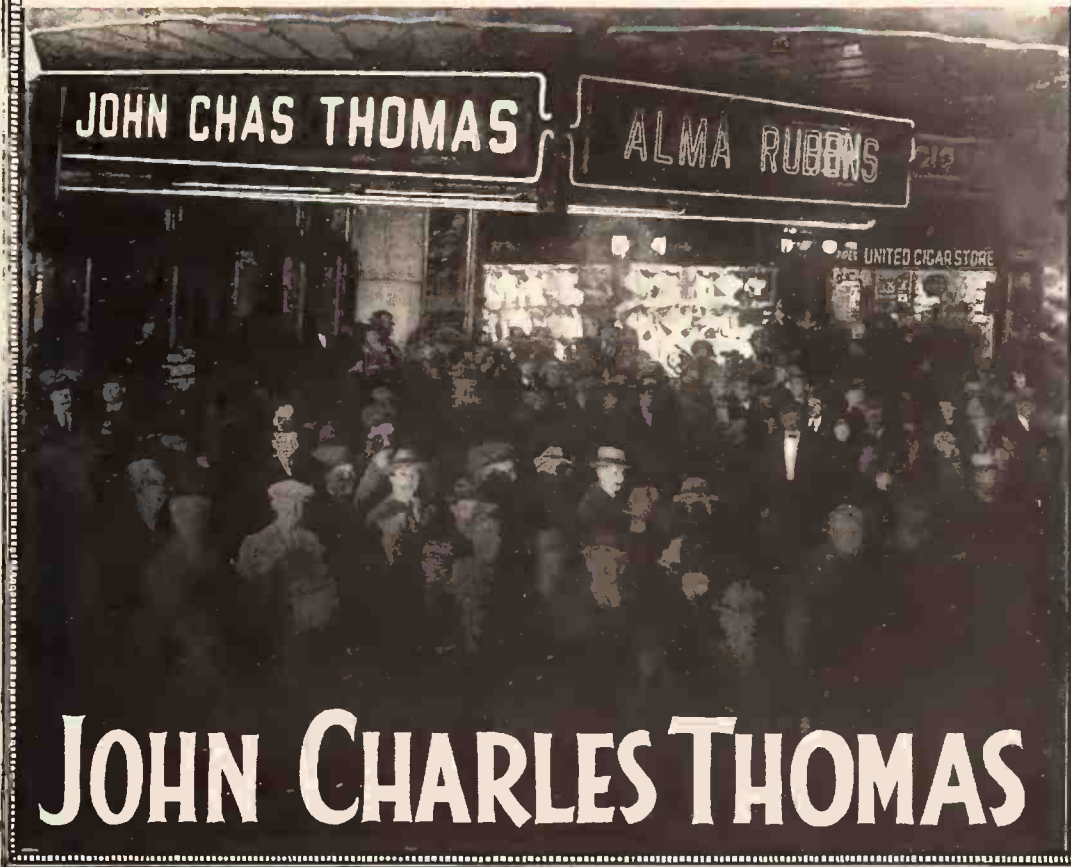
THE UTMOST IN PHONOGRAPH PERFECTION

The AEOLIAN COMPANY

AEOLIAN HALL

NEW YORK

SUCCESS



Police hold back the crowds at the opening of "Under the Red Robe," where John Charles Thomas appeared on the screen and sung in person

Photograph loaned through courtesy of the International News Reel Company

America's popular baritone records exclusively for

VOCALION RED RECORDS

Before one of the most brilliant audiences ever assembled in New York, with crowds jostling each other to get into the theatre for the opening of "Under the Red Robe," John Charles Thomas appeared in person and sang the prologue from Pagliacci.

This artist is to be before the public in a tremendous publicity program this season and every Vocalion Red Record dealer should get behind the John Charles Thomas Records.

His recordings are so truly mellow that they will mean other Red Record sales for you.

Why not make a Xmas drive on John Charles Thomas records? They are appropriate for gifts and will be welcomed in every home.

Distributors of Vocalion Red Records

MUSICAL PRODUCTS DISTR. CO.,
37 E. 18th St., New York City.
WOODSIDE VOCALION CO.,
154 High St., Portland, Me.
A. C. ERISMAN CO.,
174 Tremont St., Boston, Mass.
GIBSON-SNOW CO.,
306 W. Willow St., Syracuse, N. Y.
LINCOLN BUSINESS BUREAU,
1011 Race St., Philadelphia, Pa.
SONORA DISTR. CO.,
217 Stanwix St., Pittsburgh, Pa.
VOCALION RECORD CO. OF MD.,
305 N. Howard St., Baltimore, Md.
O. J. DEMOLL & CO.,
12th and G Sts., N. W. Washington,
D. C.

LIND & MARKS CO.,
530 Bates St., Detroit, Mich.
VOCALION CO. OF CHICAGO,
Distributors of Vocalions and
Vocalion Records,
529 S. Wabash Ave., Chicago, Ill.
VOCALION CO. OF OHIO,
328 W. Superior St., Cleveland, O.
LOUISVILLE MUSIC CO.,
570 S. 4th St., Louisville, Ky.
HESSIG-ELLIS DRUG CO.,
Memphis, Tenn.
GUEST PIANO CO.,
Burlington, Ia.
D. H. HOLMES CO.,
New Orleans, La.

STONE PIANO CO.,
Fargo, N. D.
STONE PIANO CO.,
Distributor of Vocalions and Vo-
calion Red Records
826 Nicollet Ave., Minneapolis,
Minn.
STREVELL-PATERSON HARD-
WARE CO.,
Salt Lake City, Utah
MOORE-BIRD CO.,
1720 Wazee St., Denver, Colo.
MUNSON-RAYNER CORP.,
643 S. Olive St., Los Angeles, Cal.
MUNSON-RAYNER CORP.,
86 Third St., San Francisco, Cal.

The AEOLIAN COMPANY

AEOLIAN HALL

NEW YORK

HALF PAST TEN

'SOP-TIM-BOM'

NOVELTY CHINESE WALTZ SONG

Ev-'ry time the clock strikes half past ten, All my thro'ts go rush-ing back a-gain

You can't go wrong with any FEIST song

MADE IN U.S.A.

NEW PUBLICITY FOR THE VOCALION

Special Series of Prepared Advertisements Meets With Strong Favor of Dealers as Do Holiday Hangers and New Glass Signs

A particularly striking broadside showing a number of specially prepared advertisements for the use of Vocalion dealers in their local papers in developing business for the holidays, as well as for other periods of the year, has recently been issued by the Aeolian Co. and has been particularly well received by the trade. The broadside shows eight complete advertisements, together with illustrations of several of the more popular Vocalion styles. The advertisements are so arranged that there is room for the name and address of the dealer and for the insertion of certain other material which he may desire to use.

Matrices and electros of the advertisements and cuts are furnished free to dealers and from the number of requests that have already been received the advertisements have made a strong appeal.

A special hanger has also been designed for the use of dealers in going after Christmas business. The cut shows a console model Vocalion appropriately placed under the Christmas tree and calls attention to the fitness of the instrument as a Christmas gift. The hangers are printed both on heavy paper and on cardboard for window and indoor display.

For the use of dealers in their windows, on counters, and elsewhere in their stores, the Aeolian Co. has provided an attractive framed glass display sign in several colors, including gold leaf, and so designed that it may be lighted from the back.

The sign is both dignified and handsome and is offered to dealers at a price that is considerably less than the manufacturing cost.

QUICK GROWTH OF HARTFORD DEALER

HARTFORD, CONN., December 7.—Fifteen years of development is the record of the Feinblum-Peizer Music Shop, of this city, which recently moved into large and attractive new quarters. This is now one of the finest Columbia shops in the State. Intensive canvassing has been largely instrumental in the consistent development of this concern's business. The organization of the company has been increased from two to eighteen, sufficient indication of the progress of this live dealer.

J. J. BEARD CO. WINS PRIZE

PAWTUCKET, R. I., December 5.—The first prize in the Fall Window Display Contest held among the furniture stores of this city was won by the J. J. Beard Furniture Co., which handles Columbia phonographs and New Process records here. The prize-winning window featured a Columbia phonograph in a living room.

NEW COLUMBIA DANCE ORCHESTRA

Reisman Orchestra Will Make Columbia Records Exclusively—Director Prominent in Musical Circles for Many Years

One of the newest dance organizations to join the Columbia library is the Reisman Dance Orchestra, which will record exclusively for the Columbia Phonograph Co. The director of this orchestra, Leo Reisman, although a young man in point of years, has been identified with musi-



Leo Reisman

cal activities for many years, having started his musical career at the age of ten.

He organized and directed the first band at the English High School in Boston, after having played the solo violin at the Bijou Dream, at that time a Keith vaudeville house in Boston. At the age of seventeen this promising young musician played in the Baltimore Symphony and led the orchestra at the Hotel Belvedere, Baltimore. Since then he has directed orchestras at the United States Hotel, Saratoga, N. Y.; the Copley-Plaza and the Hotel Lenox, Boston; the Ritz-Carlton, New York and in "Good Morning, Dearie," on the stage at the Globe Theatre, New York. The Reisman Orchestra also helps along a college education by playing at Harvard, Dartmouth, Williams, Massachusetts Institute of Technology, Brown, Wellesley and Radcliffe.

MUSICAL EAR OPENER IN COLLIER'S

An interesting article entitled "Handing You a Musical Ear Opener," by Robert Haven Schaufler, appeared in the December 1 issue of Collier's, one of the leading popular weekly publications. The article, written in colloquial style, described the delights to be derived from a talking machine and player-piano by proper listening and a non-technical knowledge of music—excellent hints to salesmen to strengthen the selling talk where certain types of customers are concerned.

Frank K. Dolbeer, sales manager of the Victor Talking Machine Co., and Mrs. Dolbeer were recent week-end visitors to New York, where they enjoyed the theatre.

We Serve New York!

THE Metropolitan district is a mighty busy one during the holiday season, but, we have been supplying it with the popular

OKeh Records

The Records of Quality

for years and we know the moods of this fruitful OKeh market. We are, therefore, amply stocked and fully prepared to meet the demands of its unusually lively Christmas rush.

Place your emergency orders with us! We are equipped to fill them quickly, accurately, and completely!

GENERAL PHONOGRAPH CORPORATION

New York Distributing Division

15 West 18th Street

New York City



Buy
OKeh
Needles

They
Keep
Record Sales
Alive!



for beauty, for tone, for price

Quality merchandise at low list
and long discount

"It's the dealer's turn now"

For one example, this Strand Model 40
costs the dealer \$100



These Direct STRAND Representatives Are Ready to Serve You:

R. H. ARNAULT, 95 Madison Avenue,
New York City.
ARTOPHONE CORPORATION, 1213
Pine Street, St. Louis, Mo.
ARTOPHONE CORPORATION, 317
Kansas City Life Bldg., Kansas City,
Mo.
CONSOLIDATED TALKING MACHINE
CO., 227 W. Washington Street, Chi-
cago, Ill.
OTIS C. DORIAN, 321 King Street,
E. Toronto, Ont.
A. C. ERISMAN, 174 Tremont Street,
Boston, Mass.

W. L. ECKHARDT (General Radio
Corp.), Tenth and Cherry Streets,
Philadelphia, Pa.
W. S. GRAY, 1054 Mission Street, San
Francisco, Cal.
W. S. GRAY, 926 Midway Place, Los An-
geles, Cal.
L. D. HEATER, 357 Ankeny Street,
Portland, Ore.
IROQUOIS SALES CORPORATION,
210 Franklin Street, Buffalo, N. Y.
R. J. JAMIESON, 625 Sweetland Bldg.,
Cleveland, Ohio.
M. E. LYLE, 65½ Walton Street, At-
lanta, Ga.

RICKEN, SEEGER & WIRTS, Globe
Bldg., Detroit, Mich.
STERLING ROLL & RECORD CO., 137
West Fourth Street, Cincinnati, Ohio.
GENERAL RADIO CORP., 1005 Liberty
Avenue, Pittsburgh, Pa.
L. C. LE VOIE, 622 Nicollet Ave., Min-
neapolis, Minn.
SHARP MUSIC COMPANY, 823 Fif-
teenth Street, Denver, Colo.
W. O. CARDELL, Box 1271, Tulsa, Okla.
R. W. ORTTE, 310 Magazine Street, New
Orleans, La.
H. J. IVEY, Box 235, Dallas, Texas.

To responsible dealers we offer a profitable franchise in localities not yet being covered. **Write or wire.**

MANUFACTURERS PHONOGRAPH CO., INC., GEO. W. LYLE, President, 95 Madison Avenue, NEW YORK

National Figures Extend Christmas Greetings

Prominent Men and Women in Political and Amusement World Make Gennett Christmas Records—Something New in Recording—Countrywide Pre-holiday Publicity Campaign Under Way

A radical departure from the usual run of Christmas and holiday records has been conceived by the Starr Piano Co., of Richmond, Ind., manufacturer of Gennett records and Starr phonographs. A series of ten ten-inch double-sided records containing Christmas greetings from prominent personages has been made and a most extensive distribution and advertising campaign is now well under way. The numbers include "My Christmas Wish," by Mitzi Hajos; "Christmas and Father," by "Abe Martin," the well-known cartoon character conceived by Kin Hubbard; "Christmas Greetings," by Bebe Daniels, famous movie star; "Christmas in Hollywood," by Shirley Mason, another well-known movie star; "The Lord's Prayer," by William Jennings Bryan, and "The Twenty-third Selection," also by Mr. Bryan; "Always Christmas," recitation by William D. Nesbit, and "God Bless Us All," another recitation by Mr. Nesbit; "Andy Gump's Holiday Greeting," by Andy Himself (Sidney Smith); "The Dream of the World," by Merideth Nicholson, novelist. The reverse side of each record also contains an appropriate Christmas selection.

Special containers, in green, gold and red, with the words "Christmas Greetings" on the cover, together with holly decorations, have been prepared for these recordings. On the back of the cover page of some of the containers appears a photograph of the artists who made the records and others contain the text of the greeting. Also, some of the records are autographed by the artists.

The special pre-holiday advertising campaign which has been inaugurated by the Starr Piano Co. in behalf of these records is probably the most extensive ever undertaken by the company for such a brief period. Newspapers throughout the country tell the story directly to the public; special folders and dealer advertising have been placed at the service of retailers desiring to make use of it, and some excellent and timely window display material, including large photographs of the artists, hangers, special record supplements, etc., has been prepared.

Although all Starr dealers are being supplied, only one department store in each city has been permitted to place the records on sale. In these

establishments special departments have been installed on the main floors and window displays and publicity are being utilized. It is the opinion of Starr Co. executives that the manner in which these records are going over indicates that a new idea launched at the proper time can be made a tremendous source of revenue,

First Vocalion European Records Announced

Arrangements Made by O. W. Ray While in Europe Makes Available to Americans Through Vocalion Records 12,000 Recordings by Noted European Artists

The results of the European tour made last Spring by Oscar W. Ray, general manager of the Vocalion record division of the Aeolian Co., have been strongly evidenced in the recent announcement of the first listing of a number of European recordings on Vocalion records, these initial listings to be followed by others in regular order.

The first of the new foreign records were released late last month, and included selections from the catalogs of the Polyphon Co. and of the Milano Laboratories in Italy, two of the most noted European concerns who have placed at the service of the Vocalion recordings of artists of prominence both in Europe and the United States.

While Mr. Ray was abroad he made definite and important agreements with both the Poly-

both for the retail trade and the distributor.

Largely responsible for this innovation in records is C. R. Moores, of the Starr Co., who made arrangements with the various artists and personally supervised every detail of the planning and execution of the project, spending many months exclusively at this task. Mr. Moores, by the way, has been prominently connected with the talking machine business for a number of years and, prior to his connection with the Starr Co., he was associated with jobbing interests in the Middle West, where he is well known to the retail trade.

"JEP" BISBEE MAKES EDISON RECORDS

Country Fiddler Discovered by Thomas A. Edison and Henry Ford During Camping Trip Makes Records of Old-time Jigs and Reels

"Jep" Bisbee, the eighty-eight-year-old fiddler, whom Thomas A. Edison and Henry Ford discovered while on their camping trip in Michigan last Summer, has made records of many of the old-time selections and dance numbers which have brought him fame during a half-century of fiddling at the country dances in and around Paris, Mich., and is again back home. Edison records of jigs, reels and square dances have been made by the old fiddler, who, accompanied by his family, was brought to the Edison

phon and Milano laboratories and also with the Vocalion Recording Laboratory in London for the use of their recordings which will tend to make available to the dealers and the public in the United States some 12,000 new numbers, including a special list of German Christmas records that have been forwarded to Vocalion distributors with appropriate advertising matter for the holiday season.

The Vocalion Laboratories are now busily engaged in producing records to be added to the foreign list, these to be offered in conjunction with the regular Vocalion catalog. The new records are offered in a number of foreign languages, including Polish, Russian, German, Italian and Hebrew, and are expected to open up a most profitable sales field for Vocalion record dealers.

laboratories in Henry Ford's private car. While in Orange he was the guest of Mr. Edison. The records, it is understood, will be presented to Mr. Ford, who will distribute them among friends. The aged fiddler was presented with a Ford automobile by Mr. Ford. Mr. and Mrs. Bisbee will be asked to dance an old-time jig before the motion-picture camera for Mr. Ford's especial benefit.

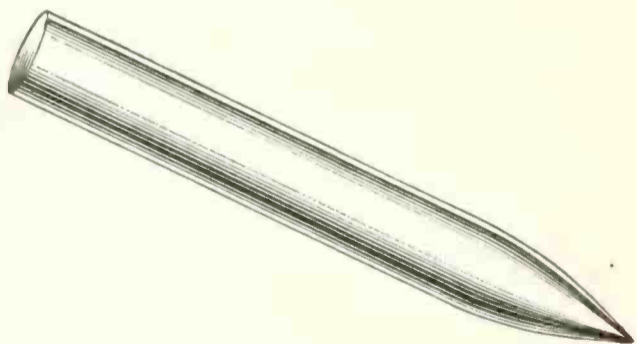
M. I. S. CO.'S PRACTICAL ORDER BLANK

Victor Jobber Uses New Type of Order Blank to Advantage—Plus Record Sales Suggestions Receive the Attention of Dealers

The Musical Instrument Sales Co., New York, Victor wholesaler, has received many letters of praise from its dealers regarding the order blank which the company is using in connection with the Victor weekly record releases. This order blank gives a list of each week's releases, with the bottom section devoted to a postcard order form, which can be used by the dealer in placing orders for the records released that particular week. Opposite the order blank is a "plus record sale" suggestion relative to that particular week as, for example, in the November 30 bulletin it was suggested that record No. 959, featuring "Kiss Me Again" and "A Kiss in the Dark" by Galli Curci was a record worthy of energetic sales effort. These suggestions are being afforded careful consideration by the dealers, as they are timely and practical.

OTTO HEINEMAN VISITS CHICAGO

Otto Heineman, president and founder of the General Phonograph Corp., manufacturer of Okeh and Odeon records, spent a week in Chicago the latter part of November, visiting the offices of the General Phonograph Corp. of Illinois and conferring with S. A. Ribolla, general manager of this company. Mr. Heineman also visited E. A. Fearn, president of the Consolidated Talking Machine Co., Okeh and Odeon jobber, and he was delighted to learn that this enterprising wholesaler is closing the most successful year in its history, an indication of the growing popularity of these records.

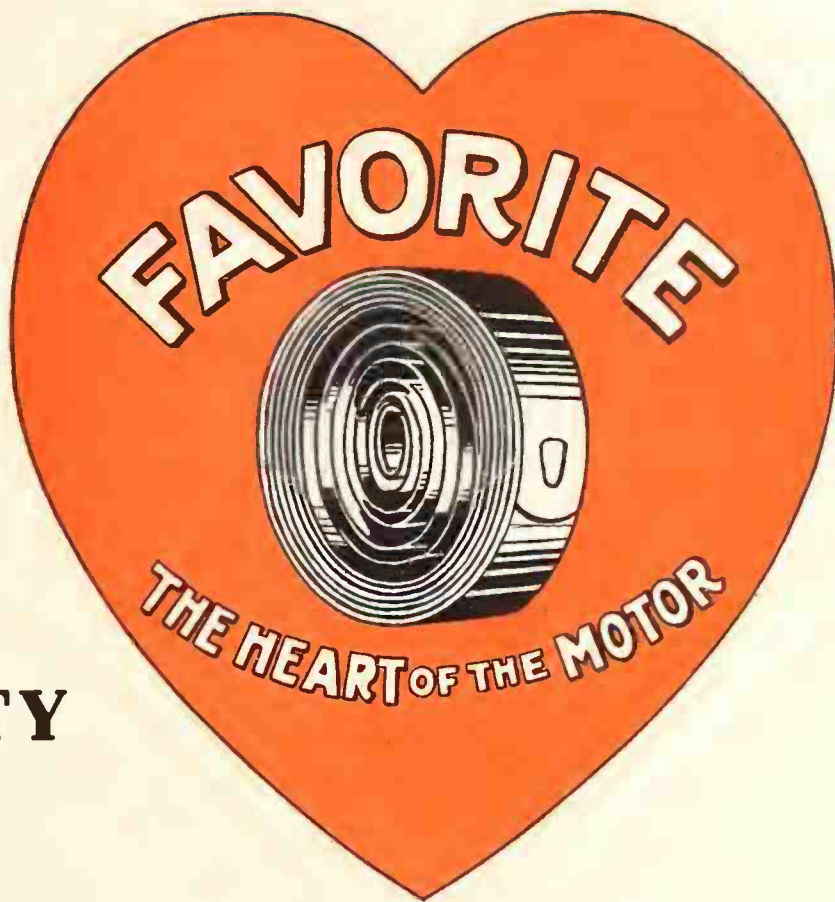


"NEEDLE POINTS" No. 2

The only part of a phonograph that touches the playing surface is the needle. Upon this tiny part, following the grooves, depends the clearness of tone and the life of the record. Perfect reproduction and record longevity are assured by the highest grade carbon steel, uniform points, and uniform tone-sizes of

General Phonograph Corporation
OTTO HEINEMAN, President
25 West 45th Street New York

Okeh
QUALITY
NEEDLES



**HIGHEST
QUALITY**

**MAIN
SPRINGS**

MAIN SPRINGS

	Price each
2 in. x 0.22 x 16 ft., Meisselbach No. 18.....	\$1.25
2 in. x 0.25 x 16 ft., for Edison	1.25
1 1/4 in. x 0.22 x 17 ft., reg. for Victor	0.60
1 1/4 in. x 0.22 x 17 ft., Victor, bent arbor	0.60
1 3/16 in. x 0.25 x 16 ft., Heineman No. 44.....	0.60
1 1/2 in. for Edison Disc	1.25
1 in. x 0.25 x 12 ft., Heineman No. 33 and 77.....	0.40
1 in. x 0.25 x 12 ft., oblong hole, western motors	0.40
1 in. x 0.25 x 16 ft., oblong hole, for Meisselbach, Sonora and Krasberg	0.60
1 in. x 0.28 x 10 ft., for Columbia, 2, 3, and 4 Spring Motor	0.38
1 in. x 0.22 x 10 ft., for Columbia, Single Spring Motor.....	0.35
1 in. x 0.20 x 13 ft., for Victor	0.40
1 in. x 0.20 x 13 ft., for Victor, bent arbor	0.40
7/8 in. x 0.22 x 10 ft., oblong hole, Meisselbach No. 9.....	0.30
7/8 in. x 0.23 x 10 ft., for Blick motor	0.30
3/4 in. x 0.25 x 10 ft., oval hole	0.28
3/4 in. x 0.22 x 8 ft., German motor	0.25
3/4 in. x 0.22 x 8 ft., for Swiss motor	0.22
3/4 in. x 0.25 x 11 ft., for Edison	0.22
1 in. x 0.25 x 19 ft., for Brunswick	0.65
1 in. x 0.22 x 9 ft., for Meisselbach No. 12, oblong hole.....	0.35

COLUMBIA REPAIR PARTS

No. 427 Columbia main springs, No. 2951	\$0.38
3451 Columbia spring barrel head.....	Complete 0.75
5008 Spring barrel winding gear, old style.....	0.75
3834 Spring barrel winding gear, new style.....	0.75
604 Needle cups	Per 100 2.00
606 Needle cup covers.....	Per 100 1.00
5106 First intermediate gears	Complete 0.40
5107 Second intermediate gears	Complete 0.30
12537 Worm gear for single-spring motor	0.35
12336 Bevel pinion single-spring motor	0.75
12333 Bevel pinion, regular style	0.40
12334 Bevel pinion, latest style	0.75
12235 Bevel pinion for old-style double spring.....	0.50
12332 Bevel pinion disk shaft	Complete 1.00
13496 Male winding pinion	0.30
12496 Female winding pinion	0.30
3004 Governor shaft	0.40
11778 Driving shaft	Complete 0.50
13796 Governor balls	Complete 0.08
3570 Governor springs, each 0.02.....	Per 100 1.50
6739 Stylus bar	Complete 0.35
5010 Universal attachment	0.35
13228 Winding crank, 3 sizes, 7, 8 and 9 in. long.....	Each 0.35
Columbia Governor Screws	Per 100 1.00
Columbia Barrel Screws, No. 2621.....	Per 100 1.00
Columbia Sound Box Thumb Screws.....	Per 100 1.50

PARTS—HARDWARE

5000 Crown gear for Blick motor	\$0.25
5001 Crown gear for Melophone motor	0.25
5002 Crown gear for Heineman No. 9	0.25
5003 Tone-arm goose neck for Independent arm.....	0.25
5004 Governor pinion for imported motor	0.25
5005 Tone-arm base for Independent arm	0.25
Automatic nickel-plated lid supports	0.22
Automatic gold-plated lid supports	0.55
Piano hinges, nickel-plated, 1 1/2 in. long.....	0.22
Highly nickel-plated needle cups	Per 100 2.00
Covers for cups	Per 100 1.00
Highly gold-plated cups	Per 100 7.00
Needle cup covers, gold-plated	Per 100 5.00
Turntable felts, 10-in., round or square	0.15
Turntable felts, 12-in., round or square	0.18
Motor bottom gear for Triton motor.....	0.20

MEISSELBACH REPAIR PARTS

	Price each
P9764 Main springs for motors 16, 17, 19.....	\$0.60
P9765 Main springs for motor No. 12	0.35
CP532 Governor	Complete 1.90
P1504 Governor shaft, new style	0.75
P1505 Governor shaft, old style	0.75
AP533 Governor ball	Complete 0.10
CP644 Turntable shaft Nos. 16, 17, 19.....	1.50
CP645 Turntable shaft for No. 12	1.25
AP697 Spring barrel cup for Nos. 16, 17, 19.....	0.50
AP698 Spring barrel cup for No. 12.....	0.50
CP1113 Spring barrel shaft and gear	0.90
P1529 Brake lever, bottom plate	0.10
P604 Brake lever, top plate	0.10
AP528 Winding shaft for Nos. 16, 17, 19.....	0.75
AP529 Winding shaft, straight cut, Nos. 16, 17, 19.....	0.95
AP530 Winding shaft, spiral cut, for 10; 12.....	0.35
AP531 Winding shaft, straight cut, for 10; 12.....	0.35
AP591 Brake lever	0.35
CP536 Intermediate gear for Nos. 16, 17, 19.....	0.90
M Winding cranks, 3 sizes	0.75
140 Speed indicator	0.45

HEINEMAN REPAIR PARTS

CP5226 Governor	Complete \$1.90
CP9799 Turntable shaft	Complete 1.50
AP9924 Governor balls, 33; 77; 44	0.10
AP9925 Governor balls for No. 36	0.25
P5004 Governor pinion for No. 0	0.60
P5003 Governor shaft	0.45
CP9829 Speed indicator	0.40
P9764 Main spring for No. 33 or 77.....	0.40
P9765 Main spring for No. 36.....	0.28
P9766 Main spring for No. 44.....	0.60
AP9778 Spring barrel cup for No. 33 or 77.....	0.50
AP9779 Spring barrel cup for No. 36.....	0.50
AP9780 Spring barrel cup for No. 44.....	0.75
P9762 Winding shaft for motor No. 33.....	0.60
P9966 Winding shaft for motor No. 36.....	0.40
5304 Winding shaft for No. 44 or 77.....	0.75
5007 Escutcheon	Complete 0.15
AP9409 Turntable brake	0.15
AP10072 Winding crank, 3 sizes	0.75

STONE ARMS

No. K With sound box	\$1.25
No. P Nickel-plated without sound box	2.75
No. P Gold-plated, without sound box	4.50
No. M Tone arm, Meisselbach sound box	4.75
No. M Gold-plated Meisselbach sound box	7.50
No. L Made of brass tubing, nickel-plated.....	2.50
No. L Made of brass tubing, gold-plated	4.50

SOUND BOXES

No. B1 Bliss sound box, fit Victor	\$1.25
No. B Balance, fit Victor	0.75
No. F Favorite, fit Victor	1.75
No. I "Supreme" nickel-plated, loud and clear	3.00
No. I "Supreme" gold-plated, loud and clear	4.50
No. M Nickel-plated, mellow tone, for Victor	1.75
No. M Gold-plated, mellow tone.....	2.25
No. G Nickel or gold-plated.....	1.00
No. P Gloria patent, extra loud	3.00
No. H Imported nickel-plated	0.75
No. 6 Columbia, nickel-plated	2.25

REPAIR PARTS FOR VICTOR MOTOR

	Price each
5012 Winding gear	\$0.60
5013 Turntable gear, straight cut, small teeth.....	0.35
5014 Turntable gear, large teeth, straight cut	0.35
5015 Turntable gear, small teeth, spiral cut	0.35
5016 Turntable gear, big teeth, spiral cut	0.35
5021 Rubber back for exhibition box	0.35
5017 Rubber back for No. 2 sound box	0.35
5018 Governor collar	0.15
5019 Spring barrel shaft	0.60
5020 Stylus bar for No. 2 box	0.35
5022 Stylus bar for exhibition box	0.35
5011 Attachment for vertical cut record	0.25
Governor springs, for Victor	Per 100 1.00
Governor screws, for Victor	Per 100 1.00
Governor balls, new style, for Victor.....	0.08
Needle arm screws for exh. box.....	Per 100 1.50
Needle arm screws for No. 2 box.....	Per 100 1.50

MICA DIAPHRAGMS

1 23/32 in. Victor Ex. Box, 1st grade.....	\$0.15
1 1/4 in., new Victor No. 2, very best	0.18
1 31/32 in., for Sonora	0.20
2 1/16 in., for Meisselbach box	0.22
2 3/8 in., for Pathé new style	0.35
2 3/16 in., for Columbia No. 6.....	0.25
2 9/16 in., for Pathé or Brunswick	0.45

SAPPHIRES

Pathé, very best, loud tone, genuine	\$0.12
Pathé, soft tone, ivory setting.....	0.18
Pathé, soft tone, steel setting.....	0.10
Edison, very best, medium tone	0.18
Edison, very best, loud tone	0.15
Edison, genuine diamond	1.25

STEEL NEEDLES

Brilliantone, all tones	Per 1000 \$0.45
Blue Steel Reflexo, per package	0.07 1/2
Wall Kane Needles, per package	0.06

ATTACHMENTS

In Gold or Nickel-Plated	
Kent, for Victor arm	\$0.25
Kent, for Edison with C box	2.50
Kent, without box for Edison, nickel or gold.....	1.60
Kent, attach. for Victor	0.25
For Columbia, plays vertical records.....	0.35
Kent special adaptor with sound box, gold-plate or oxidized.....	4.95
Favorite Master Adaptor, "Supreme" box N. P.	4.60
Favorite Master Adaptor, "Supreme" box gold P.	6.10
Favorite Master Adaptor, "Supreme" box oxidized.....	6.10

MOTORS

Distributors for Heineman and Meisselbach Motors	
Meisselbach, No. 17, 3-spring.....	\$15.00
Meisselbach, No. 19, 4-spring.....	17.00
Krasberg, 2-spring	9.00
Krasberg, 3-spring	10.50
Krasberg, 4-spring	13.50
Heineman, No. 36, 2-spring	7.50
Heineman, No. 33, 2-spring	8.50
Heineman, No. 77, 2-spring	9.50
Heineman, No. 44, 2-spring	12.50
All motors complete with 12 in. Turntables	

ILSLEY LUBRICANT

10-lb. Can	\$3.00
5-lb. Can	1.60
1-lb. Can	0.40
4-oz. Can	0.16

Tremendous Stock of Homokord German Records

FAVORITE MFG. CO., 105 E. 12th St., New York City

**WANTED AGENTS
FOR STATE RIGHTS**

**Corner Fourth Ave.
Telephone 1666 Stuyvesant**

**WANTED AGENTS
FOR STATE RIGHTS**



The NEW Columbia is superior

*Hearing
is believing*

There is no blast. The New Columbia Reproducer prevents it by means of its patented "shock absorbers" which take up the excess vibration—the cause of blast.

COLUMBIA PHONOGRAPH COMPANY
New York

KEEPING RECORD STOCK IN ORDER

New Plan for Avoiding Loss and Breakage in Demonstrations and Providing a Check on Best Selling Numbers Through Special Record Clerk Evolved by Western Dealer

In order to secure an accurate check on record stock and on the numbers that are proving the best sellers, a Salt Lake City music house has developed a plan whereby the clerks whose duty it is to demonstrate machines and records do not have access to the record stock themselves but make a requisition through a special record clerk for such records as they require. The record numbers are entered on special slips and signed for, and then charged against the clerk's account until such time as they are returned or a sales slip made out for them.

The plan, which is believed to be quite original in the retail talking machine field, has been working long enough already to prove its effectiveness in preventing record losses. Where heretofore records were handled more or less carelessly, thrown about in disorder and frequently broken by the salesmen, the records are now handled carefully, and either handed in in perfect condition or accounted for. Where a record is lost or broken the clerk must either make a plausible explanation of the incident or pay for it, and although the clerks are not penalized for accidents, some of them have already paid enough for carelessness to cause them to materially improve their methods.

The stock record plan is particularly valuable in keeping track of the records that are most in demand, for each day the stock clerk makes a record of the numbers that have been sold so that the stock may be checked and reordering done where necessary. Another excellent feature of the plan is that the records are always to be found in their proper places and there is not the confusion that often results

when a half dozen busy clerks are taking out and replacing records every few minutes during the day. The saving of time alone in hunting desirable records practically compensates for the salary paid the stock clerk.

MISS MACBETH RETURNS FROM EUROPE

Famous Operatic Soprano and Exclusive Columbia Artist Returns Home—Discusses the Status of the American Artist

Miss Florence Macbeth, famous operatic and concert soprano and exclusive Columbia artist, arrived in New York recently after spending some time in Europe. She was welcomed by



Miss Florence Macbeth

many friends well known in the musical and social worlds, including several representatives of the Columbia Phonograph Co. The newspapers commented generally upon Miss Macbeth's return home and in a chat with one of the newspaper reporters she remarked as follows

regarding American artists: "All the American artist needs to-day is a little more hope and charity and a great deal more faith on the part of his own public and that public needs to find the courage of its own convictions without the persuasion of outside influences. We have everything else we need for a musical nation."

VICTOR CHRISTMAS ADVERTISING

Some excellent advertising copy has been prepared by the Victor Co. for the use of dealers in their pre-holiday campaigns. The theme of the copy, of course, is a Victor talking machine and records as a Christmas gift. Each advertisement is well balanced and illustrated in a most effective manner, and there is ample space for the dealer's imprint. In some of the advertisements space has been left for record lists and for the insertion of prices beneath the instruments. This is part of the dealer publicity service of the Victor Co., and retailers may secure any of the advertisements in electro or matrix form simply by sending their request to the Victor Co. and paying the postage charge.

GEISSLER BOYS WIN HONORS

Kenneth and Allen Geissler, eldest sons of Arthur D. Geissler, president of the New York and Chicago Talking Machine Cos., Victor wholesalers in New York and Chicago, are winning honors in athletics in their respective schools. Kenneth is winning football laurels, having been elected next year's captain of the football team at St. Paul's, Concord, N. H., and Allen this year made the Culver Military Academy team. He has also showed his prowess by capturing the forty-yard swimming championship of the school.

The J. Fortas Furniture Co., Memphis, Tenn., is featuring Okeh records in its new store at 133 North Main street.

BEST SELLERS AFTER XMAS

After Christmas, when consumers' money is scarce, Yale phonographs, retailing at \$10, will be your best sellers. The great numbers of people who now own a cabinet phonograph, as well as those who don't, could be sold a Yale. These phonographs can be used in so many ways; as a table phonograph, as an additional phonograph in a large house, for automobile trips, etc.

To offer an instrument of such durability, beautiful

\$10
YALE
PHONOGRAPHS

tone and impressive appearance for \$10 is really an achievement. It is possible only because the Yale has no frills. All material used is the best of its class. The Yale is a substantial, gracefully designed and scientifically built instrument.

It has a strong, easy-running motor, with spring of best material. One winding plays entirely any twelve-inch lateral record. The reproducer is duplicated only on very much higher-priced machines. There is an eight-inch heavy steel turntable, nickel-rimmed, and covered with best grade of felt, and a cabinet made of mahogany-finish wood, ivory or white enamel. Investigate the Yale!



Write for trade price, details and a sample machine

DAVIS MFG. & SALES COMPANY
763 State Street New Haven, Conn.

NEW ASSISTANT TO TREMAINE

Kenneth S. Clark, Formerly With Community Service, to Join Forces of National Music Bureau to Work on Music Week

Kenneth S. Clark, who has been connected with Community Service since 1919, is within a month to become associated with C. M. Tremaine, director of the National Bureau for the Advancement of Music. He will first take up the duties of assistant secretary of the National Music Week Committee, of which Mr. Tremaine is the secretary. Following the National Music Week, May 4 to 10, 1924, Mr. Clark will assist Mr. Tremaine in the work of the National Bureau for the Advancement of Music. Mr. Clark is a composer and was for five years on the editorial staff of Musical America. During the war he was the army song leader of the Seventy-ninth Division, both in this country and in France. Following his return to America he joined the musical staff of Community Service and for the last two years he has been in charge of that organization's Bureau of Community Music.

DISPLAY ROOM IMPROVEMENT GROWS

New England and New York Dealers Alive to Value of Improved Equipment—Recent Unico Installations in These Territories

The Unit Construction Co., of Philadelphia, Pa., manufacturer of "Unico" equipment for talking machine warerooms, has found considerable activity among talking machine retailers in New York and New England, expressed in actual business received, and in extensive plans for the future. Among recent installations was one for the Alfred Fox Piano Co., well-known retailer of the Knabe line in Stamford and Bridgeport, which has also just opened a new store in New Rochelle. The equipment ordered was extensive and called for seven demonstrating rooms and a large record department for the talking machine end of the business. The decorative treatment of the lobby was particularly attractive and a large Ampico display room was provided for at the rear of the warerooms. The entire work was in old ivory and the finished effect was particularly pleasing.

A complete rearrangement of the talking machine department was made for Sage & Allen, of Hartford, Conn. The entire department was moved to a better location and additional rooms were set up, adding considerably to the facilities of the warerooms.

Another complete rearrangement was made for the Cauldwell Furniture Co., of Malden, Mass., where the original installation of "Unico" equipment was rearranged and augmented in order to provide for the constantly increasing business of the company.

On Long Island the new warerooms of Harry F. Asher, of Mineola, were completely provided with "Unico" equipment, consisting of rooms and record racks efficiently arranged.

VICTOR DEALER ACTIVE MUSICALLY

CARBONDALE, PA., December 4.—J. Harper Fulkerson, well-known Victor dealer in this city, was an active factor in the success of a concert given recently at the High School Auditorium under the auspices of the Carbondale Orpheus Glee Club. Mr. Fulkerson is an honorary member of this club and his various suggestions as to the program and to the general details of the concert contributed materially to the success of the affair.

ORIENTAL MUSIC SHOP CHARTERED

A charter of incorporation was recently granted to the Oriental Music Shop, of New York City. The concern, which is capitalized at \$5,000, will deal in talking machines and records. Incorporators are A. G. Aronson, H. Herson and J. Levkov.

VOICE MADE VISIBLE AND ANALYZED

Now Possible to Know Why Certain Voices Thrill and Others Only Please Us

The voices of some opera singers thrill us; others merely please us. Do you know why?

Scientists have known that the effect of a singing voice depends on two qualities—intonation and vibration, involving the emotional qualities of the tone. But it remained for Dr. Max Schoen, of the Department of Psychology, Carnegie Institute of Technology, to explain why intonation so largely affects voice quality.

By careful analysis Doctor Schoen concluded that we can trace many of our likes and dislikes of singing voices to the manner in which the singer attacks, sustains and releases each tone, or progresses from one tone to another. To demonstrate this theory, he developed a phonograph attachment to the tonoscope—recently illustrated in the Popular Science Monthly—a delicate tone-analyzing instrument that produces a picture of tone vibrations.

The tonoscope consists of a large motor-driven revolving drum, painted white. On the white surface arc painted 18,095 dots arranged in 100 rows. The first row has 110 dots, the third 111, and each succeeding alternate row one additional.

These dots are observed through a fluctuating gas flame that can be moved from row to row as the experimenter seeks the pitch of the singer's voice. The flame is caused to fluctuate by vibrations of the singer's voice on a diaphragm.

As the drum revolves at one revolution a second, the dots become blurred. The row behind the fluctuating flame, however, is seen to move up and down with a jerky motion. When a vocal tone strikes the diaphragm the experimenter moves the flame along the rows until he finds a row that seems to stand still. A scale indicates the exact pitch of the tone.

The name of the Central Talking Machine Shop, Inc., 3 East Forty-third street, New York, has been changed to the Retail Music Corp.



Natural
Re-PRODUCTION
Atlas
AMPLITONE
LOUD SPEAKER

*Sell a Loud Speaker
That's a Musical
Instrument!*

EASY to sell the *Atlas Loud Speaker* to patrons of the music store. Its perfect re-PRODUCING is appreciated by the critics of music. The exclusive "double diaphragm" feature (pat. applied for) represents as great an advance as the disc record over the old cylinder phonograph record. Gives each tone variation its true, natural quality. Distortion and blast eliminated by adjustment which fits the *Atlas Loud Speaker* to the receiver and local conditions of reception.

Write TODAY for Proposition and Illustrated Booklet "O"

*Sole Canadian Distributors
The Marconi Wireless Telegraph Company of Canada, Limited
Montreal, Canada*

Multiple Electric Products Co. Inc.

ORANGE ST. RADIO DIVISION NEWARK, N. J.

For



De Forest Reflex Radiophone, Type D-10, a 4-tube set using either storage batteries or self-contained dry cells. A cross continent range on indoor loop. Has a reputation for the clearest reception of broadcast in existence.



Some of the famous laboratory tested De Forest parts. Illustrated are the Variable Air Condenser, Variocoupler, Coil Mounting, Honeycomb Coil, Vernier Variable Condenser, Tube Socket, Five-point Switch, Audion, and Rheostat.

De Forest

the Greater Talking Machine Business

TALKING machine dealers were among the first of any industry to recognize the great possibilities of radio. They knew that if the radio receiving set was perfected and beautified it was truly a musical instrument and belonged with their other stock.

They recognized the fact that the phonograph makes an ideal loud speaker for the radiophone.

They succeeded, however, only if they happened to carry one of the comparatively few really reliable radio receiving sets, such as the De Forest Radiophone.

De Forest has always stood in the forefront of progress so far as manufacture and scientific invention are concerned, and now the De Forest Company takes a radical step in their new "Consignment Plan" which takes all the doubt out of the radio business once and for all.

This plan is explained in our new book "Building Your Radio Business with Our Capital," and we ask you to write or wire for this at once, if you are interested in the De Forest Agency for your territory.

In a word, it means that you can have on your floor a stock of De Forest Reflex Radiophones, and you do not invest in them one cent of capital for stock. These goods are placed on "Consignment" and as they sell you deduct your compensation and remit the customers' money direct to De Forest.

This new plan is revolutionizing the entire radio industry, and naturally enough, when you add to the De Forest Radiophone so far as its quality and satisfaction are concerned the supremacy of a plan which removes the last doubt from the radio business so far as the talking machine dealer is concerned.

Immediate action is necessary, as the territories must be exclusive, can not overlap, and we are making connections as fast as we can make out contracts.

DE FOREST RADIO TEL. & TEL. CO., Dept. T.W. 4 Jersey City, N. J.

If Located West of Pennsylvania Address

WESTERN SALES DIVISION

DE FOREST RADIO TEL. & TEL. CO., Dept. J.W. 4 5680—12th St., Detroit, Mich.



Radiophones



**The NEW
Columbia
is superior**

*Hearing
is believing*

*The Automatic Start and Non Set
Automatic Stop never fails.* The turntable starts revolving when the needle is placed on the record. Without previous adjustment it stops when the music is finished. This device has proved itself in ten thousand tests. It is an exclusive New Columbia feature.

COLUMBIA PHONOGRAPH COMPANY
New York

Laxity Increases the Credit Losses of Retailers

Comparative Analysis of Credit Methods of Retailers Made by the University of Nebraska Throws Some Interesting Sidelights on This Important Situation and Points Way to Reforms

Retailers are often at fault when there are credit leaks, according to a comparative analysis of the methods of retailers recently made by the University of Nebraska, which secured data on this subject through questionnaires sent to dealers. The report contains some interesting sidelights on the credit situation and may point the way for dealers to eliminate losses suffered through faulty methods.

"It is necessary to impress upon the applicant for credit," says the report, "the terms of the agreement when an account is opened. At this time the applicant is alert to the fact that a charge account is a privilege which must be respected. It is not enough to print the terms of the account on an application blank, for it is essential to have the customers understand them by spoken statement.

"If the terms of credit accounts demand that accounts should be paid in 'thirty days,' they should be presented to the customer in such a forcible way that he may understand that the account must be paid in thirty days.

"The value of placing a limit at the time of opening the account on the length of time an account may run, as well as on its size, is unquestionable. It strengthens the moral responsibility of the customer. If more people were taught to realize that credit is a convenience that cannot be abused difficulties resulting from its use would greatly diminish. Educating people into this attitude by insisting that 'terms are made to be respected' is a wise policy.

"Many accounts which are carefully opened are not paid when they are due, and for this reason a systematic collection policy is essential. This is not due to a malicious intent of customers 'to make the firm wait for its money,' but is caused in most cases by neglect. People easily forget the unpleasant task of parting with money. If attention, therefore, is not given to collecting accounts when they become due, the benefits of a careful extension of credit may be lost.

"Accounts can be collected successfully by several methods. Some merchants have success with forms registered, and personal letters. Other merchants use the telephone largely for collection purposes, as it brings personal attention to the account. Other merchants collect largely by means of a personal collector. In fact, there is no 'best way' to collect outstanding accounts. One store with an exclusive type of patronage finds it advantageous to send only statements of the account, since their customers are easily offended, while another store can use the above means, as one merchant aptly remarked, 'and then some.'

"Stores which have adopted firmness in handling their charge account transactions do not experience difficulty in collecting. Their plan is simple, consisting of two points: First, the account is opened on definite terms; second, the account is collected on these definite terms. The second point necessitates a careful follow-up by correspondence until the account is paid.

JOHN CHARLES THOMAS IN FILMS

Well-known Singer and Vocalion Record Artist
Featured in "Under the Red Robe"

John Charles Thomas, well-known operatic star and exclusive Vocalion Red Record artist, has now stepped out officially as a star of the films, being one of the featured players in the cast of the elaborate motion picture, "Under the Red Robe," which is now enjoying a successful run at the Cosmopolitan Theatre, New York. On the opening night of the show Mr. Thomas appeared in person and sang several numbers for the edification of the audience.

TAMPA CONCERN CHANGES HANDS

TAMPA, FLA., December 3.—Stanley Price and Miss Edith Price, his sister, have purchased the Victor department of Maas Bros. here and are already actively promoting the business. Mr. Price and Miss Edith have been with their brother, M. L. Price, of the M. L. Price Music Co. Both are well known in music circles, Miss Price being the vocalist of the local Kiwanis Club and an honorary member.

OKEH DEALERS HAVE UNIQUE STORE

Meinhart & Koehler, exclusive Okeh dealers in Passaic, N. J., have an unusual establishment, as it consists of a combination of a music shop and a United Cigar Store agency. On one side of the shop the dealers devote space exclusively to the music business, carrying at all times a complete and extensive stock of Okeh and Odeon records. The windows are always tastefully arranged, displaying the latest releases.

Managers, as well as customers, neglect credit terms. Although a majority of stores extend credit on a thirty-day basis, very few firms hold strictly to this term. In response to the question, 'When do you consider an account overdue,' sixty-one firms answered as follows:

"In cities of more than 50,000, twelve considered an account overdue in thirty days, twelve in sixty days and six in ninety days. In towns under 10,000, twelve considered an account overdue in thirty days, nine in sixty days and five in ninety days, and five allowed it to run more than ninety days.

"Merchants thus are seen to be keeping two sets of credit terms. First, the terms which they hope the customers will respect; second, the terms which they expect the customer to respect. In the last few years a great many credit managers have adopted a policy of firmness in collecting accounts according to the terms of the contract. They consider a debt owed them for merchandise the same as they do a promissory note. If it is not paid when the terms say it should, they proceed to collect it on the principle that firmness never ruined a business. This does not mean that courtesy and tact are disregarded."

COLUMBIA DEALER IMPROVES STORE

The accompanying illustration, showing the store of the New Furniture Co., Eagle Pass, Texas, Columbia dealer, is typical of the type of retail establishment that is rapidly replacing

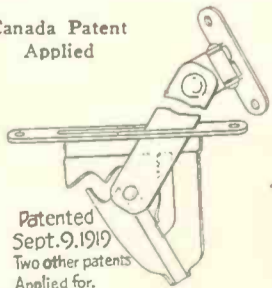


New Type of Store in Eagle Pass, Tex. the old-time false front frame buildings in the small Western towns. Mr. Flores, manager of this establishment, is responsible for the success of the Columbia department, as this store with a well-equipped phonograph department, including three hearing rooms, is closing a very satisfactory business.

The Scott-Kelly Furniture Co., of Memphis, Tenn., which handles talking machines, recently moved to 92 North Adams street.

SECOND YEAR SUCCESSFUL LEADER

Canada Patent
Applied



Patented
Sept. 9, 1919
Two other patents
Applied for.

Samples on request.

**The Most
Dependable and
Inexpensive
Lid Support
on the Market**

The bottom plate is constructed of one piece of metal and it works automatically perfect. No parts to go out of order. The hinges are made in two styles—flexible and bent.

STAR MACHINE & NOVELTY CO.

81 MILL STREET

BLOOMFIELD, N. J.

G. L. LAING CO., Canadian Distributor
41 Richmond St., East Toronto, Ont.

MOTORS

Ready for Delivery

Double Springs; play two 10-inch Records; suitable for Portable Phonographs. Sample, \$3.75. Larger motor playing two to three 12-inch Records; suitable for Phonograph selling for \$100. Sample, \$5.75.

MERMOD & CO., 16 East 23d St.
N. Y.
Telephone Ashland 7395

Greetings

To our many patrons and friends in the Victor business, and, to the vast legion of co-workers who constitute the musical industry of America, we extend our best wishes for a very

MERRY CHRISTMAS
AND A
HAPPY NEW YEAR



*Musical Instrument
Sales Co.*

*Victor Wholesalers
673 Eighth Avenue
TELEPHONE 9400 LONGACRE
New York*



My Home Town In Kansas

Nan Halperin's big song hit
in "LITTLE JESSIE JAMES"

If you could just see my home-town in Kan-sas! We've got a tree and

VICTOR KIDDIE RECORD ENVELOPES

Standard T. M. Co., Victor Jobber, Introduces Timely Selling Help—Four Special Victor Records Featured in Envelope Series

PITTSBURGH, PA., December 5.—The Standard Talking Machine Co., of this city, Victor wholesaler, is receiving large-sized orders from Victor dealers everywhere for the Kiddie record envelopes which it recently introduced. This series of record envelopes is proving a signal success and Joseph Roush, president, and Wallace H. Russell, manager of the company, have received many letters of enthusiastic commendation from Victor retailers.

These envelopes were designed to help the dealers sell Victor records and apparently they are fulfilling this purpose admirably. There are four envelopes in the series, featuring the following Victor records: No. 16863, Mother Goose Songs (1) Moo Cow Moo (2) His New Brother; 16955, Morning in Noah's Ark and Mr. Rooster; 17104 (1) London Bridge (2) Here We Go Round the Mulberry Bush and Round and Round the Village; 18599, Wynken, Blynken and Nod and The Sugar Plum Tree. Each envelope in the series is attractively lithographed in bright colors to catch the attention of the kiddies and their parents, and it is suggested that Victor dealers sell the records in sets of four or singly. The envelopes are decidedly original in design and represent a timely selling help for the Victor dealer.

AGGRESSIVE COLUMBIA DEALER

Music Shop, of Niagara Falls, Features Demonstration Record—Sales Totals Very Large

The Music Shop, of Niagara Falls, N. Y., exclusive Columbia dealer, has been flooding its section of the country with the Columbia New Process demonstration records. Two large records measuring fifteen feet in diameter were fastened to the sides of a large truck and painted signs advised the public that Columbia New Process records were on sale at the Music Shop. J. A. Goldstein, owner of the store, states that he has placed at least one Columbia New Process record in 80 per cent of the phonograph owners' homes within four weeks and this is particularly interesting in view of the fact that there are 25,000 homes in Niagara Falls and vicinity. Mr. Goldstein has again entered the field as a songwriter with a new number.

Dealers' Repairs
FINEST SHOP IN THE CITY
Facilities for the repair of every make of sound box and motor
 Special attention to out of town trade sent to us by mail
IDEAL REPAIR SERVICE
 284 East Houston St. New York City

CLINE-VICK CAPITALIZES FIRE

Durability of the Victor Demonstrated by Fire-charred Instrument Taken From the Ruins of Marion, Ill., Branch of the Company

MARION, ILL., December 2.—A fire-charred ruin of a Victrola taken from the local store of the Cline-Vick Stores after a fire had destroyed the establishment, resulting in a loss of about \$65,000, instead of being relegated to the scrap heap, has been turned into an advertising instrument of exceptional force. In short, although the machine cabinet was badly burned the in-



strument was found to be playable. Fay Luyster, the live manager of the talking machine department of this concern, which operates a number of stores in this part of the State, took advantage of the opportunity to show how well the Victrola stands up under punishment by placing the damaged machine in front of the store and playing the latest recordings on it. Naturally this unusual display excited a great deal of attention and even the local newspaper devoted space to a description of the exhibit.

POOLEY LINE WITH MARCELLUS ROPER

WORCESTER, MASS., December 4.—The Marcellus Roper Co., of this city, well-known piano and phonograph dealer, recently made arrangements whereby it will handle Pooley phonographs. The store closed this deal with the W. B. Glynn Distributing Co., Saxtons River, Vt., Pooley distributor in New England. Plans are being made to display a complete line of Pooley phonographs and the prestige of the Marcellus Record Co., in this city, will undoubtedly be a factor in developing Pooley distribution.

JOSEPH LANDAY PASSES AWAY

Joseph Landay passed away at his late residence in New York on Thursday, November 15, in his seventy-first year. The Landay brothers and the firm of Landay Bros., Inc., wish to express their gratitude for the many letters of sympathy received from members of the music trades.

T. H. WOLLEY TAKES PARTNER

W. H. More Now Interested in Business of Live Meriden, Conn., Dealer—Store Enlarged and Improved—Enjoy Growing Trade

MERIDEN, CONN., December 8.—Thomas H. Wolley, who has conducted a very successful business in this city for the past five years, has taken W. H. More as a partner in the business. Mr. More has had wide experience in the talking machine business, having been manager of the Hartford, Conn., establishment of Widner's. During the two years prior to his present connection Mr. More was traveling representative for the Columbia Phonograph Co.'s New York branch.

The establishment of this live dealer has recently been enlarged and considerably improved by the addition of much new equipment, such as record demonstration booths, record racks and service counters. A feature of the store is the installation of two spacious and attractive display windows.

The partnership of these two live members of the trade already has been instrumental in increasing business, which bids fair to make steady forward strides during the Winter months. The lines handled include Columbia, Brunswick and Pooley phonographs.

NUMERICAL RED SEAL CATALOG

C. C. Mellor Co. Issues Timely Numerical Catalog—Victor Dealers Use Book to Advantage

PITTSBURGH, PA., December 4.—Thomas T. Evans, manager of the wholesale Victor department of the C. C. Mellor Co., of this city, has been congratulated upon his initiative in preparing for the use of Victor dealers a numerical list of Victor double-faced Red Seal records. Within a few weeks after this book was completed Mr. Evans had received orders for more than 10,000 copies and requests for additional copies are being received daily. The book, in addition to containing a numerical list of double-faced Red Seal records, also contains present listings of the remaining single-faced Red Seal records. Its practical value was quickly appreciated by the dealers, who are using it to splendid advantage.

STYLUS BARS

Stylus Bar & Mfg. Co.
 Clague Rd.
 North Olmsted . . . OHIO
 P. O., ROCKY RIVER, O.

BANNER 50¢ RECORDS



BANNER has brought success to hundreds of merchants because it gives their customers full 75c of record value for 50c.

In the quality of materials and recording, BANNER is equal to the best 75c product made.

From the point of quick release of hits, BANNER has a record for making big release scoops that stands head and shoulders above all competition.

Always—the basic idea back of the BANNER RECORD is to give a product of the highest quality at a popular price.

We Merely Point to Fact!

In 1921, two million 50c records were sold. In 1922, twelve millions were sold. In 1923, twenty-five million 50c records will be sold.

Do you see the certainty of a tremendous increase in 1924-1925—and after? Do you see the enormous sales that dealers in 50c records are making continuously?

90% of your profits come from the sale of popular selections and it is in this field that BANNER has attained phenomenal growth, chiefly because it satisfies the demand of thousands of record users for a good quality record and a 50c price.

The BANNER proposition will interest you!

Write us!

Plaza Music Co. 18 W. 20th St. New York, N.Y.

JOBBER'S

Desirable territory is open for financially strong established jobbers to represent the

POOLEY PHONOGRAPH

proven out by experience to be a high quality desirable product, in a class of its own; our files and present jobbers will verify the statement that the Pooley Phonograph has been a sales success wherever it has been introduced.

POOLEY FURNITURE CO., Inc., 16th St. and Indiana Ave., Philadelphia, Pa.

Washington Victor Jobbers and Dealers Meet

Interesting Talks by F. K. Dolbeer, Sales Manager of the Victor Co., and Emil Berliner Feature Dinner-meeting Arranged by Victor Wholesalers With Victor Dealers as Guests

WASHINGTON, D. C., December 4.—The various Victor distributors of this city tendered a dinner to local Victor dealers at the Raleigh Hotel on the evening of November 19 at which Frank K. Dolbeer, sales manager of the Victor Talking Machine Co., and Emil Berliner, pioneer in the talking machine record field, were guests of honor and principal speakers. During the course of the dinner vocal selections were rendered by Edward Chick. More than 100 people

a cheaper article. He also outlined the great care and detail required in the manufacture of a product in which quality was the chief consideration and traced the history of a Victrola and a record from the securing of the raw product in the heart of Africa and India down to the assembling of the machine and the pressing of the record. In closing Mr. Dolbeer described to the dealers the organization of the Victor Talking Machine Co., classifying the va-

Victor Co. for the courtesy extended in making their meeting a success through the presence of Mr. Dolbeer. The latter, by the way, spent the following day, Friday, visiting the trade in Washington, in calling at the warerooms of every local Victor dealer.

In addition to the aforementioned guests of honor was William T. Davis, traveling representative of the Victor Co. in this district.

The distributors were represented as follows:

From Cohen & Hughes, Inc.: I. Son Cohen, president; William Biel, secretary and treasurer; E. J. Totten, general sales manager; Leslie Lore, sales manager; H. B. Thomas, the Misses F. L. Goldstein, Adele Zuberano, Billie Zuberano, N. O'Connor and Mrs. Grace Hadaway.

From E. F. Droop & Sons Co.: C. A. Droop, president; E. H. Droop, secretary; Samuel Fay Harper, treasurer; W. R. Lyman, Arthur A. Prandt, C. J. Dietz, W. S. Jackson, Seymour Whitney, C. L. Howser, F. X. Boucher, Charles Hoge, A. B. Mudd, R. L. Perryman, M. G. Dorn, Irving Plant, J. F. Saunders, W. T. Glover, Chas. Woodward, Robert Lyman, the Misses Mildred Miller, A. Wollberg and Gertrude Day.

From Rogers & Fischer: R. C. Rogers, John Fischer, T. H. Freck, the Misses N. E. Hopton and E. S. Marshall.

Among the dealers present were the following firms with their representatives:

O. J. DeMoll & Co.: O. J. DeMoll, proprietor; Howard Green, R. A. Graver, H. P. Jones. Ansell, Bishop & Turner, Inc.: Charles Jacob, C. J. Turner, S. Howard Bishop, proprietors; I. L. Goodson, Mrs. Margaret Ferris, Miss Grace Sparshott, Mrs. L. A. Lipscomb. Mt. Pleasant Talking Machine Shop: F. S. Harris, proprietor; John Abendschein, talking machine Louis, Jos. Goldenberg, proprietors; M. J. Money. The Hecht Co.: H. H. Levi, general manager; C. P. Rouse, talking machine manager; C. B. Dulcan, Chas. Hutchinson, M. S. Reamey. Homer L. Kitt Piano Co.: Homer L. Kitt, proprietor; John Abendschein, talking machine manager; Francis X. Regan. F. O. Sexton Co.: F. O. Sexton, proprietor. Hugo Worch: Hugo Worch, proprietor; F. G. Grimes. Arthur Jordan Piano Co.: Frank Kimmel, manager; Thos. Kavanaugh, talking machine manager; Mrs. M. Skinner. Van Wickle Piano Co.: C. Morrell, manager; Mrs. C. A. Cannon. S. Gordon Music Co.: The Misses Rebecca and Florence Gordon. K. C. Sexton Co.: J. F. Sexton, proprietor; the Misses Marie C. Sexton and Corinne Fowler. Woodward & Lothrop; R. H. Keller, talking machine manager; H. E. Eney. Wm. Mushake: Wm. Mushake, proprietor; Mrs. Wm. Mushake, Mrs. Emma Padgett. S. Kann Sons Co.: J. MacFarquhar, talking machine manager; H. E. Hochberg, H. A. Chick, Miss Beatrice Knott.

F. E. Hamer has opened a music store in Fond du Lac, Wis. Phonographs are handled.



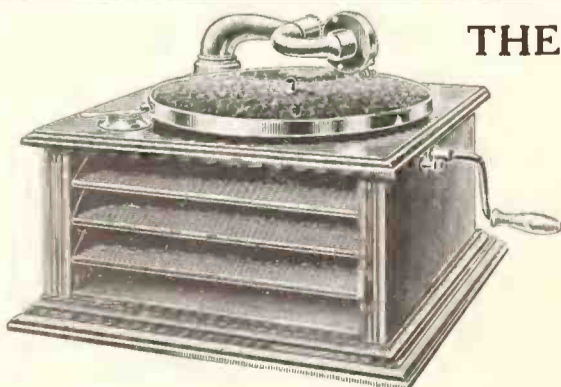
Victor Dealers Guests of Washington Wholesalers

were present and listened to Mr. Berliner's interesting address on "The development of the phonograph record, its early history and the progress made up to the present time." His message was most enthusiastically received.

Following Mr. Berliner's address, Mr. Dolbeer spoke, dwelling principally upon the quality product manufactured by the Victor Co. He emphasized the point that the company was always ready to increase its expenditure in order to improve the quality of its product rather than make a larger margin of profit and

rious departments and naming their heads, showing how all came under the direct control of Eldridge R. Johnson, president. The applause following Mr. Dolbeer's address was tremendous and showed the thorough appreciation by the guests of the speaker and his message.

At the conclusion of Mr. Dolbeer's address the meeting was adjourned to a larger room, and, to the accompaniment of one of Washington's leading dance orchestras, dancing continued until the small hours of the morning. The Victor distributors of Washington thanked the



THE SEASON'S DEMAND

THE CHAMPION
PHONOGRAPH
Machine No. 10

Sample to Dealers \$6.75—Write for prices in quantities

This artistic table machine is just the thing you want for the holiday trade. Being carefully made, with a reliable motor, 10-inch turntable and throw back tone arm and sound box.

Place your order now.

THE SPECIALTY PHONOGRAPH AND ACCESSORIES CO.

Manufacturers "Specialty Brand" Products

210-212 EAST 113th STREET

NEW YORK, N. Y.



Greetings

We are approaching Christmas and the dawn of another year. If 1923 has been a disappointment in some ways, in more ways it has given us all much to be thankful for.

Our Greetings express sincere thankfulness and appreciation to the many friends who have enabled us to approach the new year full of optimism and confidence. We believe 1924 will reward us all in the proportion that we are willing to serve.

To all our friends we extend the heartiest greetings for a Merry Christmas and a healthy, happy and prosperous New Year.

*Jesse and Blackman
and Associates*

Blackman
TALKING MACHINE CO.
28-30 W. 23RD ST. NEW YORK N.Y.
VICTOR WHOLESALE DISTRIBUTORS



More Record Profits for Victor Dealers

*These Beautiful Envelopes Lithographed
In Bright Colors*



Are Selling These Records

16883 16955 17104 18599

FUN
FOR THE **KIDDIES**
PLAY THESE
VICTOR RECORDS
FOR CHILDREN
ON THE **VICTROLA**
A BIG DOUBLE-SIDED
RECORD - - ONLY **75c.**
Mailed to Any Address
A GIFT OF WHOLESOME
ENTERTAINMENT

This Card

*and an attractive
window sell
Kiddie Records
like Hot Cakes*

Prices - Envelopes, \$4 per 100, from your jobber or from us (in sets of 4 only). Complete set including records makes a wonderful Christmas Gift, retailing for \$3.00.

STANDARD TALKING MACHINE COMPANY

Exclusive Victor Wholesalers

PITTSBURGH, PA.

SONORA JOBBERS VISIT NEW YORK

Western and Eastern Jobbers Hold Informal Meetings—Discuss Plans for Coming Year

The executive offices of the Sonora Phonograph Co., New York, almost resembled a convention gathering last week, when quite a number of Sonora jobbers decided to visit the home office at approximately the same time. With the first arrival of the Sonora wholesalers it soon became evident that there would be an opportunity for a get-together informal conference and C. W. Keith, president of the Sonora Jobbers' Association, took advantage of the opportunity to suggest that the Eastern jobbers visit New York in honor of the arrival of their Western associates. At these informal meetings interesting discussions were held relative to plans for the coming year, and the principal object of the Western jobbers' call at the executive offices was to insure sufficient product for 1924.

Among the Western Sonora jobbers who attended this informal gathering were F. R. Travers, Magnavox Co., San Francisco, Cal.; Fred E. Yahr, Yahr & Lange Drug Co., Milwaukee, Wis.; R. H. Rodway, Sonora Phonograph Co. of Illinois, Chicago, Ill.; J. T. Pringle and J. L. DuBreuil, Sonora Phonograph-Ohio Co., Cleveland, O.; M. R. Miller, Sonora Distributing Co. of Pittsburgh, Pittsburgh, Pa. The Eastern jobbers in attendance were Maurice Landay, Greater City Phonograph Co., New York, N. Y.; R. H. and C. W. Keith, Long Island Phonograph Co., Brooklyn, N. Y.; C. T. Malcolm, Gibson-Snow Co., Syracuse, N. Y.; E. S. White, Sonora Co. of Philadelphia, Philadelphia, Pa., and Joseph H. Burke, Sonora Phonograph Co. of New England, Boston, Mass.

VICTOR PRE-HOLIDAY PUBLICITY

Advertising in Leading Newspapers of Country
Greatest Full-page Campaign Ever Under-
taken by Any Talking Machine Company

The newspaper advertising which is being inserted by the Victor Talking Machine Co. during the early part of December, as a forerunner of the holiday season, is said to be the greatest full-page newspaper campaign ever undertaken by any company in any field at any time. This special campaign consists of three full pages run at intervals of about a week, the first page being devoted to Red Seal artists, the second page to the popular Victor artists and the third page to Victor Red Seal artists. These pages are being run in every newspaper of importance in practically every city throughout the entire United States.

This great advertising campaign has been inserted in addition to the extensive newspaper campaign which is being continually carried on by the Victor Co. in connection with the weekly release of new records, etc.

SPECHT HOST TO COLUMBIA OFFICIALS

Paul Specht, exclusive Columbia artist and prominent orchestra director, now playing at the Alamac Hotel, New York City, gave a Thanksgiving dinner at the hotel in honor of the officials of the Columbia Phonograph Co. Ingenious cakes made in the form of phonograph records, on which the Columbia labels were exactly reproduced, surrounded a huge candy phonograph in the center of the table. The favors were hand painted and unique in design. The officials of the Columbia Co. present included H. L. Willson, president and general manager; George W. Hopkins, vice-president and general sales manager; R. F. Bolton, manager of the recording laboratories; O. F. Benz, record sales manager; L. L. Leverich, advertising manager; John Brown, assistant manager, recording laboratories; Frank Walker and F. James.

Music Store Is the Sales Center for Radio

Frank Dorian Gives Some Logical Reasons Why Talking Machine Retailers Are Ideally Fitted for Handling and Exploiting Radio

[Editor's Note.—Frank Dorian, manager of the General Radio Corp., Pittsburgh, Pa., the writer of this article, has been identified with the talking machine industry since its very earliest days. He possesses a thorough knowledge of the merchandising problems of the industry, hence his views on how radio should be handled in the talking machine field are of especial importance to our readers.]

Talks with music dealers and items in *The Talking Machine World* and other trade publications clearly show that the idea is gradually permeating the industry that the sale of radio appliances naturally and properly belongs in the hands of the music dealer. That the thought has not made more rapid progress or achieved a wider practical application may be due to lack of specific information among music dealers as to how easily radio may be combined with other lines of musical merchandise.

Lest there be some "doubting Thomas" ready to grin derisively at the inclusion of radio among "other lines of musical merchandise" let it be stated, right at the start, that the phrase is used deliberately, intentionally "and with malice aforethought." Radio, as we know it to-day, is a new method of spreading a knowledge and appreciation of music or of catering to that knowledge and appreciation.

What has given radio its present popularity? Broadcasting. Broadcasting what? Music, first and foremost. Music is universal and immortal. It speaks all languages—it lives though men may die. The media by which it is produced or reproduced may change, but they change slowly. The present-day piano is the logical development of the harpsichord and the spinet of our forefathers; modern wind instruments are natural evolutions from the crude trumpets of the ancients.

It has taken forty years to develop the phonograph from Edison's tin-foil creation to the superb musical instrument of to-day; and twenty years elapsed after Edison startled the world with an instrument to record and reproduce sound before the talking machine became an article of popular merchandise or was recognized as a logical part of the stock in trade of the musical instrument dealer. The greatest developments in the phonograph, musically and mechanically, have taken place since it became an accepted part of the musical instrument trade.

Those of us who had a share in popularizing the phonograph can never forget the difficulties faced and overcome in persuading the musical merchandise dealer to handle this amazing novelty. The early instruments were crude, the records were fragile and imperfect, prices were so high that only the rich could afford to buy, and the attitude of the retailer was one of skepticism—a fear that the demand was only a passing fad that would soon subside and leave the dealer with an unsalable stock on his hands. It was only when the sale of phonographs reached a volume that seemed to threaten serious inroads on the sale of "parlor organs" and pianos that the great body of music dealers realized the talking machine was here to stay and it behooved them to get on the band wagon while there was yet room.

Talking Machines and Radio Allies

It is not uncommon to-day to hear talking machine dealers blame the sale of radio sets for whatever decrease in the sale of phonographs they have experienced. Those of us who have been fortunate enough to read the hand-writing on the wall and assist in bringing these two important members of the musical family into one household have no fears of the future. There will continue to be an enormous demand for phonographs and records as long as any of us now in the trade may live, and probably for generations longer. Radio, too, is here to stay. It is a lusty youth, but it is only a youth. The merchant who adds radio to his line now not only may share in its profitable growth, but may look forward to long years of increasing sales and profits.

The music dealer should handle radio, not only because it belongs in the field of music, but because he is the best equipped merchant to market the goods. The whole tendency in the radio field is toward the complete receiving set. There will always be amateurs who will build their own sets, but the great market for radio goods is among the same class of people who are buying pianos, phonographs and similar goods. Every home is a prospect for radio. The average man and woman, who knows little or nothing of electrical and mechanical details, wants a radio set that needs no more attention than fastening the ends of wires in binding posts, turning a knob and getting results—

something that can be placed on a table in living room or library without a mass of complicated and unsightly wires and doo-dabs—and the leading manufacturers have recognized that desire and supplied it.

The electrical dealer is the largest seller of radio goods to-day only because the public has learned to look to him for what they want in that line. He does not go out after business. He does not know how. He displays the goods in his windows and waits for customers to come inside. The music dealer, with his experience in soliciting orders for pianos, phonographs and other musical instruments, not only comes into daily contact with the very people who are prospects for radio receiving sets, but he knows how to reach them most readily and effectively. Put radio receiving sets in your store, and every time you send out a list of records or player rolls, enclose a leaflet about radio. Use the same methods as in selling other musical instruments and you will sell more receiving sets in a month than the average electrical dealer can sell in three months. Those who use canvassers or send out salesmen should let them carry along a complete radio receiving set—one to operate from dry batteries and using a plug to screw into an electric lamp socket in place of an outside antenna wire—and demonstrate in the homes of prospects. Very few of those demonstrating outfits will ever come back with the salesman—he will sell them on the spot.

Now let us consider some of the objections most frequently raised by music dealers, and see how little basis they have.

"Radio is an electrical device and has no place in a music store."

Interesting, if true, but happily not quite true. Had the use of radio as a "wireless telegraph" remained its principal use, little would be heard of it to-day outside of technical circles. When it was applied to telephony and the broadcasting of music became general, it automatically passed from the electrical field into the domain of music. Electricity is merely the motive power by which radio waves are set in motion. True, there are wires, rheostats, condensers and other electrical parts used in the construction

(Continued on page 52)

Greetings

THE OLD AND THE NEW

It is with a feeling of sincere appreciation for the 1923 patronage of our dealers that we extend to them our hearty wishes for a Joyous Yuletide and a New Year of Prosperity and Happiness.

The coming year promises to be the greatest VICTOR year in history, and you will find us ready and willing to help you make it *your* banner year.

ELMIRA ARMS CO., VICTOR WHOLESALEERS, ELMIRA, N. Y.



The NEW Columbia is superior

*Hearing
is believing*

Never was there a more precise motor. With the accuracy of a watch the New Columbia Motor delivers an even and measured flow of power which makes the rhythm, tempo and tone of each record perfect.

COLUMBIA PHONOGRAPH COMPANY
New York



MUSIC STORE RADIO SALES CENTER (Continued from page 51)

of radio receiving sets. But the use of springs, gears, pinions, ratchets, pawls and other clock parts in the motive power of phonographs does not make the talking machine a clock; the use of pneumatics in player-pianos does not make them wind instruments; and the use of electrical parts in a radio set does not make it an electrical device. In its common use to-day, it is an instrument for the reception and reproduction of music, in which electricity is merely the motive power. Because of its construction, its early marketing through electrical dealers was a natural first step. Early forms of receiving sets were largely home-built by amateurs and experimentalists; the parts used were mostly common forms of electrical devices adapted to a new use, and the adjustment and operation of the completed device was so difficult that only a clever and painstaking electrical "fan" could successfully operate it. But that is all a thing of the past. The development of the vacuum tube not only gave a fresh impetus to radio popularity, but made it possible to construct receiving sets that the average man can easily set up and a child can operate.

"I will have to put in a stock of electrical parts and keep a service man to set up instruments and make adjustments."

Another imaginary difficulty. Stock complete sets—sell complete sets. Select the product of reputable makers only—there is a wide range of

choice—and confine your sales to complete sets. Component parts are bought principally by amateurs who want to build their own sets, and the electrical dealer is the best source of supply for that material. The modern vacuum tube set is made in many forms at prices ranging from \$50 to \$750, but most of them are so completely self-contained that any intelligent man who can read plain instructions and follow a simple diagram can set them up and operate them readily. There are, however, a few desirable accessories in frequent demand, such as vacuum tubes, loud speakers, phonograph attachments (for connecting the radio set to the tone-arm of talking machines and using the latter as the radio loud speaker), etc. The sale of these accessories is optional, but they are easy to handle and their sale is profitable.

"The changes in radio sets are so rapid that what is salable to-day is out of date to-morrow, and the dealer may lose his investment on obsolete models."

That was partly true two years ago; it is not true to-day. Radio has reached a stage in its development where fundamentals, at least, are standardized. Refinements and improvements will continue, of course; but there is no danger of loss because of sudden or radical changes in product. The leading manufacturers of reputable lines (and you should not handle any other) have generally followed the policy of relieving their dealers of discontinued models or adjusting prices on stock in dealers' hands in such a way that the dealer may dispose of the

radio merchandise he has on hand at a profit.

"How much will I have to invest in an initial stock?"

The initial investment may be small or large, as you prefer. You may buy a single set at a net cost of from \$35 to \$235, according to type, use it for demonstrating, and order additional sets as you take orders from your customers. That is not recommended, but it can be done. The objection to it is that in the busy season, as in other lines, the demand exceeds the supply and jobbers cannot always deliver as fast as you can sell. If you want to feel your way into the radio business and play safe, put in from three to six sets of different styles and prices to give your customers some latitude of choice, at a net cost of from \$150 to \$2,500, according to type and quantity. Any radio jobber will gladly give you information as to which types of sets are most in demand and may be stocked with the greatest certainty of quick sale.

But whether you get into radio on a large scale or small, get in—and GET IN NOW! It belongs to you. It is growing far more rapidly than those outside its ranks can realize.

Will the music trade sit back and watch this growth in other and less competent hands, only to sigh and shake its head and say, a few years hence: "I could have had that child in my family a few years ago, but I was afraid it would cost too much to raise it?" Or will it take the child into the family where it belongs, help to develop it, and share the profits while it is developing, as well as the larger, richer profits which will come with maturity?

OKEH ARTIST VISITS NEW YORK

Fiddlin' John Carson, champion fiddler of Georgia, who records exclusively for the Okeh library, spent a week in New York this week, making some new Okeh recordings. This was Fiddlin' John's first visit to the metropolis and, according to his comment, there were several things that did not meet with his approval. There was too much city and not enough "country" to suit his taste and he was glad to return to the sunny South. This popular backwoods virtuoso has played his violin in thirty-two States of the Union in addition to radio broadcasting. His first Okeh records have been very successful, particularly in the South, and Okeh dealers have evinced keen interest in his new recordings.

J. M. HOUGH OPENS NEW STORE

FRACKVILLE, PA., December 7.—A new music store has been opened at 46 South Lehigh avenue by John M. Hough, of Shenandoah. Mr. Hough is well known in this section, having been engaged in the piano business at the latter place for many years. Adam Balliet, of Yatesville, will act as manager of the new store, which will carry a full line. The establishment has been fitted with modern fixtures and presents a pleasing appearance.

Greetings

The Bristol & Barber Co., Inc., Okeh Distributor, esteems it a privilege and pleasure to extend Christmas and New Year Greetings to Okeh Dealers. The past year has been a phenomenal one for Okeh Records, but 1924 promises to even outdistance the year now closing in sales volume and prestige.

For this expression of loyalty and confidence we are appreciative and thankful

BRISTOL & BARBER CO., Inc.
3 EAST 14th STREET, NEW YORK



Bruno Broadcast!

MAY all our friends
tune up to the
proper wave length
and listen in on this
brief program.

*We extend the season's greet-
ings to you and wish for you
a most prosperous New Year.
Signing off—*

C. BRUNO & SON, Inc.

Victor Wholesalers to the Dealer Only.

351-353 4th Ave. New York, N. Y.

New Selling Plans Stimulate Odeon Business

Album Sets and Famous Masterpieces Assist Odeon Dealers in Developing Business—How General Phonograph Corp. Co-operates With Trade—Interesting Interview With Otto Heineman

At the conclusion of one of the most successful years in its history the General Phonograph Corp., New York, has been receiving many enthusiastic expressions of commendation from Okeh and Odeon jobbers throughout the country. The past twelve months have been noteworthy for the tremendous strides made by this company's record division, but the most gratifying feature of the year's activities has been the tremendous popularity and demand for Odeon records.

Otto Heineman, president and founder of the General Phonograph Corp., is directly responsible for the introduction and development of the Odeon record library in this country. A keen student of records and recording, based on an experience and knowledge of twenty years, Mr. Heineman realized a number of years ago that there was an unlimited market for Odeon records in this country, provided they were merchandised properly and presented to the dealers in a measure commensurate with their musical value. While in Europe in 1920 Mr. Heineman completed arrangements with the International Talking Machine Co., whereby the General Phonograph Corp. was given the exclusive right to import the matrices of recordings by world-famous operatic stars, internationally known musical organizations and the foremost musical celebrities of practically every country in Europe. Records from these matrices are pressed in the Okeh factories and released under the Odeon label, each month a new list being issued.

In a chat with *The World* Mr. Heineman gave some interesting facts regarding the Odeon library, stating, in part, as follows: "In the past only those people who traveled in Europe were privileged to hear European orchestras at their best, for it has long been conceded that famous musicians from Europe lacked the divine inspiration of their art when away from their own countries. Although they are frequently heard in this country their performances do not possess the high degree of artistry that characterizes their playing in their home lands.

"Realizing that records made in the United States by visiting orchestras would be of secondary musical value to the records made by these same musicians in their own natural environment, we arranged several years ago to bring into this country matrices of Odeon records, recorded in Europe and pressed here under the Odeon label. In Europe Odeon records stand for the highest type of music obtainable and the selection of orchestras for recording on these records is a matter of the greatest care. Only artists of exceptional musical ability and reputation are chosen and recording expeditions travel periodically into all of the Eu-

ropean countries, making recordings of celebrated orchestras in their native lands.

"Our policy of importing recordings by European artists has met with widespread commendation on the part of the trade, music lovers and music critics in this country. There is available an exceptional library of European music, including recordings of famous masterpieces never before reproduced here. Popular continental selections as well as classics by the world's greatest composers are played by the most noted orchestras of Europe for the Odeon library and recordings of complete symphonic



Otto Heineman

works were introduced for the first time on Odeon records in Europe. Travelers brought these sets of records back to the United States and we realized immediately that there were wonderful sales possibilities in this plan of recording and merchandising.

"During the past year we have placed on the market several albums containing complete famous compositions. The first set featured three twelve-inch Odeon records containing complete recordings of Schubert's Unfinished Symphony (the Symphony in B Minor). Music lovers all over the country were delighted to obtain complete recordings of this famous masterpiece, and the orders received from our jobbers and dealers were far beyond all expectations. Encouraged by the enthusiastic reception accorded this collection we then issued another album of three records, containing the complete recordings of the overtures to 'Der Freischutz' and 'Oberon,' the two most famous operas by the pioneer composer of romantic music, Carl Maria

von Weber. In order to secure the very best interpretation of these masterpieces the Odeon organization arranged for the services of Eduard Moerike and His Orchestra of the German Opera House, Berlin. This eminent director is well known in this country, having visited America last year as associate conductor of the Wagnerian Opera Co. and attaining such a marked degree of success that he is now on his second tour of the country with the same organization. This new album of records has also met with a hearty welcome from the trade, and our policy now includes the issuance of albums of rare records at stated intervals.

"In the field of light classical music the Odeon Co. succeeded in securing two of the most celebrated orchestras of Berlin as exclusive artists. The names of Marek Weber and Dajos Bela are now known to the phonograph dealers of this country and to many thousands of music lovers. Among other famous artists who made their first recordings on Odeon records are Alfred Pitcaiver, Richard Tauber, Maria Jeritza, Barbara Kemp, Giacomo Lauri-Volpi, Maria Ivogun, Elisabeth Rethberg and many others. We have released so far about 5,000 selections from the immense repertoires of the Carl Lindstrom Co. and over 50,000 recordings are at our disposal, to be issued by this company under the Odeon label."

A. J. HAND OPENS NEW STORE

LITTLE FALLS, MINN., December 5.—A. J. Hand has leased the store in the First National Bank Building, this city, formerly occupied by the Folsom Music Co., and on December 1 will open a new music store. Mr. Folsom has closed out his stock here and will concentrate in the future on his store in Brainerd. Mr. Hand will carry a complete stock of pianos, talking machines and records, sheet music and musical merchandise. He is a well-known musician of fifteen years' experience and is widely known in this locality in that capacity.

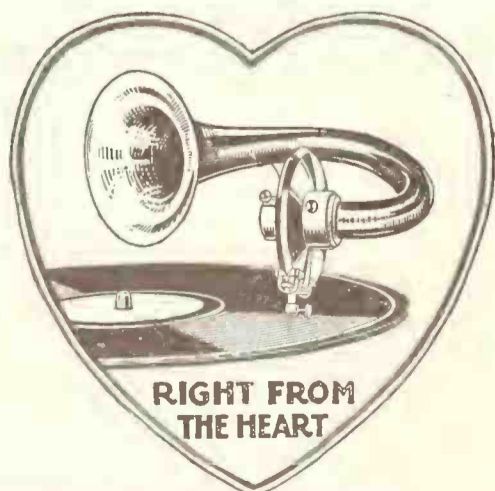
HOW CUSTOMERS SHOULD BE TREATED

The customer, actual and prospective, is the outstanding figure in export trade, says C. J. North in *Commerce Reports*, published by the Department of Commerce in Washington. To cater to his needs, desires and whims and to keep him in a receptive mood should be the task of every export manager, and, we might add, it is the task of every retail domestic talking machine manager to handle his customers with equal tact.

L. H. WEBER ENTERS FIELD

EAST HARTFORD, CONN., December 4.—A new music shop has just been opened at 1257 Main street, by L. H. Weber. The store, which is the only music establishment in town, has been renovated and improved in many ways. Mr. Weber was one of the proprietors of the Hartford Music Store.

NATURELLE



For
Portable
and
Cabinet
Phonographs



The Naturelle Co.
125 East 23rd St.
New York, N. Y.

NATURELLE is the original Reproducer of its kind—a chemically prepared wooden diaphragm—with complete sound box and horn attachment. Buy NATURELLE and you get the natural voice of the singer and instrument, very distinct and musical, without the metallic sound which the mica diaphragm gives out. All infringements will be prosecuted. Beware of imitations.

Letting the Phonograph Dealer in on Some News

GULBRANSEN NATIONAL ADVERTISING schedules for 1924 include the publication of twelve *four-color* cover advertisements in *The Literary Digest*. This is the most extensive line-up of color advertising that the piano industry has ever known. A full-page, four-color ad *every month!*

In addition, *The Saturday Evening Post* and *American Magazine* will be used—carrying full-page advertising of the Gulbransen Registering Piano; farm papers, too.

That mere announcement of continuous advertising explains to the phonograph dealer the whole story of “active demand.” Any merchant who knows what consistent, effective National Advertising will do for a worthy product will quickly understand why the Gulbransen has been singled out for representation by dealers who have for years restricted themselves to the sale of phonographs.

You will be interested in details of the progressive merchandising policies on which Gulbransens are sold:

National Advertising
Co-operative Local Advertising
National Prices Instruction Rolls
Freight Prepaid

Full details gladly given to inquirers in territory where representation is available. Just fill in the handy coupon.



One of the illustrations used in Gulbransen National advertising
The originals of these illustrations are painted in oils
by Philip Lyford

GULBRANSEN-
DICKINSON CO.,
3236 W. Chicago Ave.
Chicago



Gulbransen Trade Mark

GENTLEMEN: Tell us how the Gulbransen “fits in”
with a Talking Machine business.

Name.....
Address.....
City.....

(Pronounced Gul-BRAN-zen)

GULBRANSEN

The Registering Piano

When Lights Are Low

An Enchanting Waltz Song
You'll never forget

"You can't go wrong
with any **FEIST** song"

© 1923
Leo. Feist, Inc.

Chamber of Commerce Endorses Mellon Plan

Approves Abolishing of Higher Surtax Rates and Eliminating Special and Discriminatory Taxes on Special Lines of Business, Especially Jewelry and Vending Machine Taxes

The business men of the country generally are naturally interested in the opening of the first session of the Sixty-eighth Congress, which convened Monday, December 3, for there are a number of matters of direct interest to the business world scheduled to come up before the new Congress, chief among them being the question of tax reduction, over which there is promised a long and bitter fight.

The Music Industries Chamber of Commerce has strongly endorsed the proposals made by Secretary of the Treasury Mellon looking to a downward revision of taxes to realize upon the savings that have been effected in the management of the country's affairs.

Specifically the Chamber has approved abolishing the higher surtax rates and eliminating all special and discriminatory taxes on various lines of business. In this connection, too, the Chamber has again voiced its opposition to the soldier bonus, which has been linked up with the tax question as a political measure and the adoption of which would make impossible any lowering of taxes.

In endorsing the Mellon plan of tax reduction, the Chamber is also prepared to take energetic steps to bring about the elimination of the two discriminatory taxes which still apply against the music industry, namely, the jewelry and vending machine taxes.

The Revenue Act of 1921 taxes articles mounted with gold, silver, precious metals, ivory, etc., and is applied by the Revenue Department to band instruments thus ornamented. It is also sought to be applied to gold and silver-mounted violin bows, phonographs and other musical instruments. The "vending-machine"

tax, the name of which is self-explanatory, is applied by the department to the total value of all coin-operated pianos or other musical instruments sold since January 1, 1922.

It is hoped that through the efforts of the Music Industries Chamber of Commerce both of these taxes will be eliminated as applied to the music industry, which will result in a substantial saving to manufacturers of the instruments taxed. Its activities are in line with the country's opinion.

STRONG CO. RECEIVER DISMISSED

To Settle Claims in Full—Plan Re-establishment of the Business

The application for a receivership for the Strong Record Co., 206 Fifth avenue, New York, has been dismissed by the United States District Court. The dismissal followed the consent of the creditors to a 100 per cent settlement of all claims on a deferred plan, which was secured through the efforts of the present active management, consisting of Adolf Haverlander, president, and Henry Glaue, secretary. The business will be re-established, and all of the old claims will be liquidated on a basis of 100 cents on the dollar.

ORTON BROS. CO. REMODELING

The Orton Bros. Co., Butte, Mont., is remodeling its store. When the work is completed this company will have three departments—Victrola, small goods and pianos. Expansion of the business made the work necessary.

FOR MORE TRADE COMMISSIONERS

Bureau of Foreign and Domestic Commerce Seeks to Expand Activities in Foreign Fields

WASHINGTON, D. C., December 4.—Increased funds for the Department of Commerce, to be used for the purpose of employing more trade commissioners and commercial attaches and adding several new commodity divisions to the Bureau of Foreign and Domestic Commerce, will be asked of Congress by Secretary Hoover during the coming season. Estimates for the additional proposals are now before the Budget Bureau and it is considered highly probable that the Director of the Bureau will give his approval to the Secretary's plans. If additional funds are secured, it is proposed to employ about twenty more trade commissioners and commercial attaches, a good part of whom will be assigned to South American countries, where our trade is rapidly growing.

CELEBRATES THIRTIETH YEAR

Stransburg Music House, With Seven Stores, Completes Thirtieth Year of Business

OIL CITY, PA., December 6.—A thirtieth anniversary sale was held in this city recently by the Stransburg Music House to commemorate the founding of the first store of the system in Jamestown by Oscar Stransburg. The Stransburg system now includes stores in Oil City, Hornell, Meadville, Titusville, Bradford, Mt. Jewett and Warren. Oscar Stransburg was a pioneer in the chain store movement and early believed that it could be advantageously applied to music merchandising. By conducting a group of stores within a hundred-mile radius of one another, with a centralized buying and managerial policy, Mr. Stransburg has been able to market his product most satisfactorily.

ARTISTS FEATURED

- Caruso
- Chaliapin
- Galli-Curci
- Gigli
- Louise Homer
- Jascha Heifetz
- Jeritza
- Fritz Kreisler
- John McCormack
- Paderewski
- Rachmaninoff
- Ruffo
- Schumann-Heink
- Werrenrath



This solid mahogany frame with 14 special panels.....\$35.00
Set of 14 panels, \$21.00. Choice of panels, each..... 2.00

VICTOR DEALERS

After the holiday rush, don't slow down. The first of the year will be an opportune time to interest your customers in the new double-faced Red Seal records. A complete line of these records will be available, and if you can interest your trade in this higher standard of music rendered by the celebrated artists that record exclusively on the Victor Red Seal records, you will greatly increase your sales. The "DA-LITE" Display, with the special panels of these artists, is an ideal way to attract their attention.

The Da-Lite Electric Display Co.
116 No. Erie Street Toledo, O.



THE VOICE OF THE WORLD

PRESENTING

VOX LABELS and VOX ARTISTS



LYDIA FEODOR CHALIAPIN

Exclusive Vox Artist

QUEEN OF RUSSIAN GYPSY SONGS

"In her voice is the soul of a nation"

- RUDOLPH DEMAN**
First Violinist of the State Opera of Berlin
- PROF. ARNOLD FOLDESZ**
The so-called 'Paganini' of the 'Cello'
- ARNOLD GABOR**
Baritone of the Metropolitan Opera, New York
- MARIA JAVOR**
Coloratura Soprano, Prima Donna of the Royal Opera, Christiania
- BORIS KUTZEN**
The Young Russian Genius of the Violin
- KLARA MILITSCH**
*Soprano of Moscow Conservatory of Music
Interpreter of Russian Romance Songs*
- IVAN PHILIPPENKO**
Tenor, Prominent Ballad Singer
- MARIA CAECILIA PHILIPPI**
Contralto, Pupil of the Great Viardot-Garcia, Paris

- ALFRED PICCAVER**
Europe's Leading Tenor, State Opera, Vienna
- PROF. MICHAEL PRESS**
Holder of the Gold Medal of the Russian Imperial Conservatory of Music
- MAX RAU**
Tenor, Popular interpreter of Folk Songs
- HANNS ROSSMAN**
Tenor, The German Minstrel
- RICHARD SINGER**
Pianist of great renown on the European Continent
- BJORN TALEN**
Famous tenor of State Opera, Berlin
- AMALIE TRIESCH**
Pianist, Peerless interpreter of Bach, Beethoven and Chopin
- OTTO URACK**
Celloist and Director of the famous Vox Symphony Orchestra of Berlin

Other Vox Artists and Famous Vox Orchestras will be presented in further announcements

VOX CORPORATION OF AMERICA
25 WEST 45TH STREET
NEW YORK U.S.A.

THE VOICE OF THE WORLD



MILWAUKEE

Holiday Season Promises to Be Best Ever—Used Models Sell as Shortage of Popular Types Grows—Retailers and Jobbers Rushed

MILWAUKEE, Wis., December 7.—With but a few days more than a fortnight remaining before talking machine dealers close up shop to go home to celebrate a merry Christmas, indications are that the 1923 holiday season will go down into history as the best ever known. This is true, despite the fact that as early as the first week in December jobbers and dealers representing the most popular makes of talking machines were fighting for instruments, while their respective factories were in such an oversold condition that it is hopeless now to expect relief before early next year.

Used Models in Demand as Shortage Grows

A tremendous Victor business is being done in the Wisconsin and Upper Michigan territory, with the Badger Talking Machine Co. of Milwaukee utterly unable to fill all the wants of its extensive dealer organization. The sting was taken out of this situation, to a certain extent, by the fact that it was a well-known fact thirty to sixty days ago that a shortage of merchandise was bound to occur. Victor dealers in Milwaukee are finding many buyers who are unable to get delivery of their favorite style by Christmas Eve, asking for a used machine of the same number, either as a loan or for permanent possession. There has never been so strong a movement of used Victrolas into consumer channels.

Record Sonora Business

Notwithstanding the fact that Yahr & Lange have had delivery of the largest number of Sonora instruments so far this year that has ever been recorded, this large distributing house is far short of the number required to fill its orders, which are still coming in growing num-

bers from dealers all through the Wisconsin and Michigan territory.

December 1 marked the departure of Irving S. Leon, since August 1 sales manager of the Sonora and Okeh record department of Yahr & Lange. He resigned November 15 to accept important connections in his home State of New York. He made a good record in the brief time of his connection with Yahr & Lange and his departure was regretted.

During recent weeks Yahr & Lange awarded Sonora franchises to a number of large Milwaukee retailers, including Gimbel Bros. and the Hartman Furniture & Carpet Co.

Big Brunswick Gain

Brunswick sales by the local branch for 1923 will run anywhere from 60 to 100 per cent over the best previous year, and still about 20 per cent of orders for delivery by January 1 cannot be made due to the limitations of productive facilities, owing to the sensational call for this instrument all over the country. P. H. McCulloch, manager of the talking machine department, says he cannot recall a year when business in the Brunswick line has been so remarkably good.

New Victor Accounts

The retail Victor organization in Milwaukee has had two substantial additions in recent weeks. One is the C. W. Fischer Furniture Co., said to be the largest housefurnishings store of the better class in the Northwest. For many years Fischer's maintained an extensive talking machine and record department, which was discontinued about four years ago. Some time ago the Hartman interests bought the controlling share in the Fischer store and the de-

partment has been re-established with the Victor as exclusive merchandise. Miss Helen Gunnis, formerly in charge at Fischer's and later with Edmund Gram, Inc., has returned to the old position as manager. She is recognized not only as one of the most capable women in the trade, but a noted vocalist as well. The other new Victor franchise was awarded to the J. B. Bradford Piano Co. for its South Side store, at 608 Mitchell street. Heretofore only the Brunswick and Aeolian-Vocalion were carried on the South Side, although the main store at 411 Broadway has long been a Victor house.

The Cheney, which has had an exclusive home at Edmund Gram, Inc., for a number of years, now has a companion in the Boston store, which recently took on the line.

Excellent Edison Demand

Retailers of the Edison, likewise, are enthusiastic over trade and in every instance sales are running far ahead of last year, which was the banner year for the Edison up to this time. There is an excellent Edison record demand.

Shortage Hampers Victor Dealer

Leslie C. Parker, head of the Carberry-Parker Co., conducting the Badger Music Shop here and a branch in Fond du Lac, Wis., said that both stores are doing a land-office business in the Victor line and its second-hand stock of these goods has been depleted by the call for Victrolas by people who are unable to get prompt delivery of a new instrument.

R. G. Hessel Opens Branch

R. G. Hessel, who conducted a general store at Rockwood, Wis., for many years and represented the Edison as well as several makes of pianos, has established a branch devoted exclusively to musical merchandise in Manitowoc, Wis., of which he will personally have charge, other members of the family taking the active management of the Rockwood store.

Madison Firms Consolidate

The two largest music stores in Madison, Wis., have been consolidated. They are the Hook Bros. Piano Co. and the Albert E. Smith Music Co. Since December 1 the combined firms have been doing business at State and Mifflin streets, under the name of Hook Bros. Piano Co. & Albert E. Smith, Consolidated. A branch store of the Hook Co. in Beloit, Wis., is included in the merger.

C. H. Jackson Promoted

The Rudolph Wurlitzer Co.'s local branch, which represents the Victor, is now under the management of Charles H. Jackson, formerly a widely known piano manufacturer.

New Columbia Models Please

Milwaukee stores handling the Columbia line express keen satisfaction over the quality as well as quantity of business, and are especially pleased with the wide sale of Columbia records. The new Columbia models are getting a splendid response from the public and the number of Columbia partisans here is growing.

Brunswick in Beautiful Home

An Italian Renaissance style of the Brunswick has been purchased from the J. B. Bradford Piano Co. by Lawrence Fitch, capitalist, for a "tent room" installed in his beautiful residence in Back Bay. The room simulates a large tent and is designed as an amusement and ballroom, accommodating 500 guests. It overlooks Lake Michigan and three walls are of plate glass, forming a bay stretching out nearly over the water's edge. An English tavern room also has been built by Mr. Fitch, in which he has installed a built-in Brunswick with a radio set, housed in a beautiful cabinet which he discovered in Florence, Italy, and brought back with him.

Merle R. Rousselot Engaged

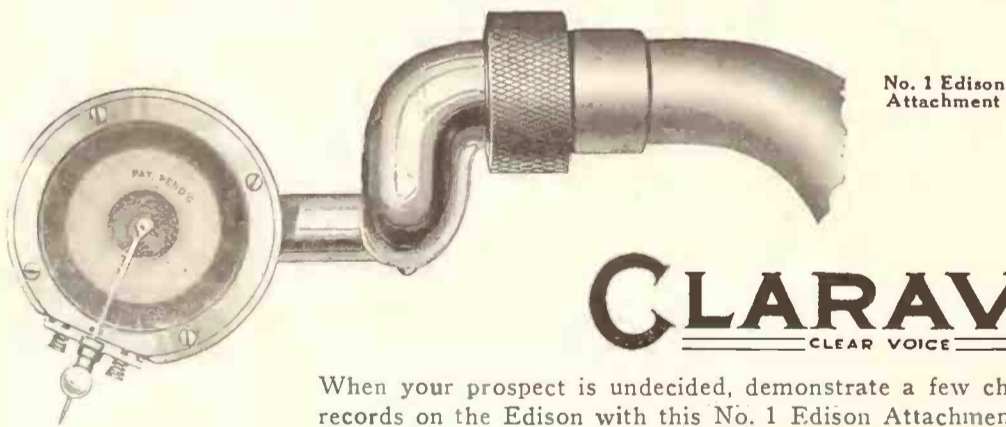
Merle R. Rousselot, secretary-treasurer of the Lyric Music Co., representing the Kimball talking machine line and Okeh records, and Miss Lenora Kadow, of Manitowoc, Wis., have recently become engaged.

The demand for portable talking machines continues strong in Milwaukee and vicinity. More portable styles have been sold this year than in any three years combined.

CLARAVOX REPRODUCERS REFLECT CREDIT ON EDISON PRODUCTS

Stimulate Your Christmas Business

Clinch the Sale by Proving That Even Lateral-Cut Records Sound Better on the Edison



No. 1 Edison Attachment

CLARAVOX

CLEAR VOICE

When your prospect is undecided, demonstrate a few choice lateral-cut records on the Edison with this No. 1 Edison Attachment. What more convincing argument could you use?

Edison dealers unanimously admit that Claravox Reproducers are an effective help in selling Edison products.

Usual discounts to dealers. Retail price, complete, Nickel Plated—\$7.50

STANDARD Diamond Point

Employs a genuine diamond point, microscopically ground, and Claravox stylus and diaphragm.

Usual discounts to dealers. Retail price, Nickel Plated, \$12.50.

SPECIAL Jewel Point

Nearest approach to the permanency of the diamond point. Claravox stylus and diaphragm.

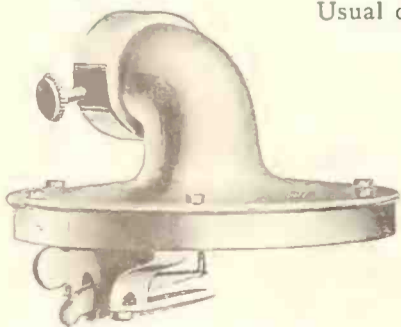
Usual discounts to dealers. Retail price, Nickel Plated, \$7.50.

A Post Card will bring any of these products on 10 days' trial

THE CLARAVOX CO. Youngstown, Ohio

CLARAVOX—MAKES PHONOGRAPHS SOUND REAL

Correctly Plays
Edison Records
on Talking
Machines



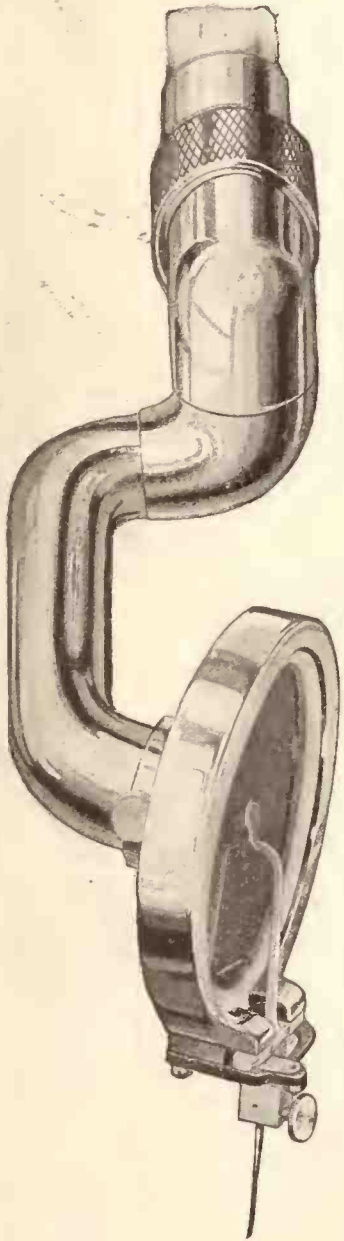
DON'T SAY

"KAN'T"

Say

"KENT"

Successfully used for TEN YEARS as a Sales
Clincher by hundreds of EDISON DEALERS



The KENT PRODUCTS
excel in:

Value
Quality
Material
Workmanship
Simplicity
Durability
Practicability

The KENT COMPANY is
noted for:

Stability
Versatility
Excellent Service
Square Business Methods



Reg. U. S. Pat. Off.

As our KENT No. 1 with soundbox, as illustrated, comprises only a part of our line, write for our catalog. Highest grade TONE ARMS made to order. Your inquiries are solicited.

F. C. KENT COMPANY
IRVINGTON, N. J., U. S. A.

WICHITA FIRM REORGANIZES

Turner Music Co. Becomes Benjamin-Turner Music Co., With Capital of \$100,000

WICHITA, KAN., December 4.—The assets of the Turner Music Co., in operation here since 1912, have been taken over by a new corporation, the Benjamin-Turner Music Co., 412 East Douglas street, having a capital stock of \$100,000. J. J. Benjamin, formerly of Cambridge, Kan., and a director of the Union National Bank, will be president and head of the new concern. W. Dell Turner, an experienced music dealer, will act as sales manager.

The new store has been remodeled and new demonstration booths have been installed. At some future time a small goods department will be introduced. A building owned by the company at 810 North Main street will be used for rebuilding and finishing pianos. The following pianos are handled by the Benjamin-Turner Music Co.: Jesse French & Sons, Autopiano, Hazelton Bros., Behr Bros., the Haddorff and Clarendon. The concern will also carry the Columbia phonograph and records.

MAMIE SMITH ON EXTENSIVE TOUR

Okeh Artist Heads Own Company—Tour a Success—Okeh Selections Featured

Mamie Smith, original Blues singer and the first member of her race to become a recognized star in the recording of blues, is now making a countrywide tour with her own company. Her route for the current month includes one-week stands at Nashville, Tenn.; Kansas City, Mo.; Memphis, Tenn.; Birmingham, Ala., and New Orleans, La. Miss Smith's act opens with a huge phonograph in the center of the stage, bearing a legend about Okeh records, for which Miss Smith is an exclusive artist. Miss Smith steps out of the phonograph and starts the act with several of the popular blues numbers that she has recorded for the Okeh library.

ANDREWS SELLS OUT TO MOODY

HIAWATHA, KAN., December 3.—C. H. Andrews, who for nineteen years has conducted a successful music business here, has just sold out his complete interest to Arthur Moody, who has already taken charge of the store. Mr. Moody has been closely associated with Mr. Andrews in the business for the past two or three years. Miss Katherine Moody will remain with the store under the new management.

ANOKA MUSIC SHOP OPENS

ANOKA, MINN., December 4.—The formal opening of the Anoka Music Shop in the LaPlant block on Main street was held recently. The new store handles pianos, phonographs and musical accessories of all kinds. Especially impressive is the indirect lighting effect employed throughout the store, which has cream-colored walls and a Terraza marble floor. The establishment has a repair department in the rear and a row of demonstration booths along the sides. The Brunswick phonograph line is handled.

H. & J. POTTER CO. REMODELING

PORTLAND, ME., December 7.—The H. & J. Potter Furniture Co. is installing a new store front in the large building which it recently purchased in this city. The company is planning for a big opening in a few days. It is proposed to have this store second to none in the State of Maine.

HUTTON OPENS NEW STORE

CLINTON, ILL., December 3.—A new music store in the Sweeney Building, at the corner of Washington and Center streets, has just been opened. It will be known as the Hutton Music House.

The Highest Class Talking Machine in the World

THE INSTRUMENT OF QUALITY
Sonora
 CLEAR AS A BELL



Barcarolle \$150



Marlborough \$185

The Demand for Sonoras Is Increasing Daily

The year 1923 has witnessed a tremendous increase in the public's demand for Sonora. This increased demand is reflected in the several very large establishments, as well as the hundreds of smaller ones, that have added Sonora during the present year. A partial list of these large, representative names reads like a veritable "Who's Who" of successful retail organizations:

Gimbels, New York City
 Gimbels, Milwaukee
 The Boston Store, Milwaukee
 The Fair Store, Chicago
 Kaufman & Baer, Pittsburgh
 Joseph Horne Co., Pittsburgh
 The Hartman Carpet & Furn.
 Co., Chicago
 230 South Wabash Ave.
 2558 W. North Avenue
 1272 Milwaukee Avenue
 819 West 63rd Street
 Hartman Carpet and Furni-
 ture Co., Milwaukee

L. Bamberger & Co., Newark
 The Shepard Store,
 Providence
 Souder Parsons Co.,
 Clarksburg, W. Va.
 Darrow Music Co., Denver
 Euclid Music Co., Cleveland
 2067 E. Ninth St.
 11794 Detroit Ave.
 10604 Euclid Ave.
 10314 Superior Ave.
 12338 Superior Ave.

Schweiger Brothers, Brooklyn
 1525 Broadway
 2421 Myrtle Ave.
 The May Company, Cleveland
 Buescher's, Cleveland
 Reinhardt's, Inc., Memphis
 Empire Music Co., Atlanta
 Tilden-Thurber Corp.,
 Providence
 Widener's, Inc., Indianapolis
 Banner Furniture Co.,
 Indianapolis

When you realize that Sonora's popularity is based upon its value as a phonograph, with no records to carry it along, you will further realize that it must possess even more merit as a **phonograph** to sufficiently impress the large dealer and induce him to increase his inventory with another line—a line of instruments which the customer insists upon and which the dealer must have in stock or lose sales.

Why not arrange to obtain your share of Sonora business? Write for information today.

Sonora Phonograph Company, Inc.

279 Broadway

New York City

Canadian Distributors, Sonora Phono., Ltd., Toronto, Can.

The distributor named below who covers the territory in which you are located will be glad to answer all inquiries regarding a Sonora agency on receipt of a letter from you

The New England States

Sonora Phonograph Co. of New England,
221 Columbus Ave., Boston, Mass.

State of New York

with the exception of towns on Hudson River below Poughkeepsie and excepting Greater New York.

Gibson-Snow Co.,
Syracuse, N. Y.

States of North Dakota, South Dakota, Minnesota and Iowa, with exception of the river towns

Doerr-Andrews-Doerr,
Minneapolis, Minn.

New York City, with the exception of Brooklyn and Long Island

Counties of Westchester, Putnam and Dutchess; all Hudson River towns and cities on the west bank of the river, south of Highland; all territory south of Poughkeepsie.

Greater City Phonograph Co., Inc.,
234 W. 39th St, New York

Western Pennsylvania and West Virginia

Sonora Dist. Co. of Pittsburgh,
217 Stanwix St., Pittsburgh, Pa.

Missouri, Northern and Eastern Part of Kansas, and 5 counties of N.E. Oklahoma

C. D. Smith Drug Co.,
St. Joseph, Mo.

All of Brooklyn and Long Island

Long Island Phonograph Co.,
17 Hanover Place, Brooklyn, N. Y.

Ohio and Kentucky

Sonora Phonograph — Ohio Company,
417 Bulkley Bldg., Cleveland, Ohio.

States of Montana, Colorado, New Mexico, Nebraska and Wyoming East of Rock Springs

Moore-Bird & Co.,
1720 Wazee St., Denver, Colo.

State of New Jersey

Sonora Sales Co. of New Jersey,
605 Broad St., Newark, N. J.

State of Indiana

Kiefer-Stewart Co.,
Indianapolis, Ind.

Utah, Western Wyoming, Southern Idaho and Eastern Nevada

Strevell-Paterson Hardware Co.,
Salt Lake City, Utah.

Eastern Pennsylvania, Maryland, Delaware, District of Columbia and Virginia

Sonora Co. of Phila., Inc.,
1214 Arch St., Philadelphia, Pa.

Wisconsin and Michigan

Yahr & Lange Drug Co.,
Milwaukee, Wis.

Illinois and river towns in Iowa

Illinois Phonograph Corp.,
616 S. Michigan Ave., Chicago, Ill.

Washington, California, Oregon, Arizona, Western Nevada, Northern Idaho, Hawaiian Islands

THE MAGNAVOX CO.,
115 Jessie St., San Francisco, Cal.



Take

*The Big Melody Hit from the
New ZIEGFELD FOLLIES*

Those Lips Away
by McCarthy and Tierney

"You can't go wrong
with any FEIST song"



Take, Oh take those lips away, a-way;

© 1923
Leo. Feist, Inc.

DALLAS

Trade Expansions and New Stores Feature the Close of the Year— Heavy Pre-holiday Sales Volume

DALLAS, TEX., December 5.—The Brunswick Co.'s local distributing branch has leased the second floor of the building at 2025-27 Main street, to be used as wholesale showrooms and storage space. The lease is for a period of five years and was made at a consideration of more than \$10,000.

Lester Burchfield, in charge of the Victrola department of Sanger Bros., distributors of Victor machines and records, has returned to Dallas after a trip to Galveston and other points in his territory, where he found business good. Mr. Burchfield has just received several large shipments of Victrolas and records. These were shipped from New York to Galveston via water and transhipped by rail at Galveston for Dallas, Waco and Fort Worth.

B. A. Hodges, recently of Breckenridge, Tex., has leased a building in Stamford, Tex., and has opened a music store, where he will deal in musical instruments, sheet music, Victrolas and Victor records and other music goods.

The Columbia Phonograph Co., distributor of Columbia phonographs and records, is doing one of the heaviest Fall trades in its history, according to Manager Erisman. New dealers are being opened in towns in Texas and Oklahoma and an intensive drive is being made to thoroughly organize the territory.

A. G. Feltner, of the Texas-Oklahoma Phonograph Co., has completed his survey of the Southwest territory and reports sales increased nearly 50 per cent since this survey was begun. New dealers have been opened in many towns

and the old dealers, who had fallen into inactivity, have been filled with new ideas and pep, according to Mr. Feltner.

With the coming of the musical season, with grand opera and numerous concerts and entertainments, dealers report a big increase in the sales of records, especially the higher-priced records of the famous stars, while sales of sheet music are also helped.

The San Carlo Grand Opera Co. as well as John McCormack, Galli-Curci, Fritz Kreisler, Joseph Lhevinne and other world-famous stars and record artists have been or will be with us during the season.

The Somno-Psycho-Phone Sale Corp. has been organized in San Antonio to sell at retail with a capital of \$3,000, and the incorporators are Stephen F. Austin, Sophie S. Austin and W. E. Austin.

The Walthall Music Co. has also been organized in San Antonio with capital stock of \$100,000. The incorporators are L. E. Walthall, M. W. Lehann and J. R. Merchant.

WATCH FOR THIS WOMAN SWINDLER

A woman swindler has made her appearance among the New York trade, according to Saul Birns, proprietor of a chain of talking machine stores here. Her method is to make arrangements for the purchase of an instrument, stating her intention of making a large down payment and paying the balance in three monthly instalments. The suspicions of one of Mr. Birns' salesmen was aroused when she tendered a check considerably in excess of the amount of the first instalment. The check was tactfully refused and the woman left, stating that she would return with the cash. The address she gave was found to be fictitious.

Remodeling is going on apace in Goldsmith's Victor and Brunswick Store in Memphis, Tenn.

"DAILY DOZEN" HELPED YALE TO WIN

How Walter Camp Put Pep Into Great Football Victors at Yale—Dealers Properly Making Capital of Victory

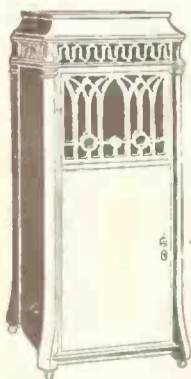
Several Saturdays ago the result of "keeping fit" was broadcasted throughout the entire country in the announcement of the defeat of the Harvard team by Yale on the gridiron. Last Spring, when Yale football practice was begun, Walter Camp, originator of the "Daily Dozen" and former Yale coach, was approached by Yale to help train the team for the coming encounter with Harvard in the Fall. Mr. Camp stated, emphatically, that the coaching and general training was all that could be desired and could not be criticized, but took hold of the team from the standpoint of "keeping fit." As the best method for this result he used his own "Daily Dozen" exercises and regularly, from the beginning of the training in the Spring up until the morning of the great game, the Yale team was put through the "Daily Dozen" each day. The result was a great victory for Yale and a tribute in every way to the efficiency of the "Daily Dozen."

Health Builders, Inc., producer of Walter Camp's "Daily Dozen" on talking machine record sets, is advising its many dealers of this victory of the "Daily Dozen" and it is expected that this information will have a favorable effect in increasing sales. Retailers who have been farsighted enough to capitalize on this opportunity are reaping unexpected profits.

SUCCESS MUSIC SHOP CHARTERED

A charter of incorporation was recently granted to the Success Music Shop, of New York City. The concern, which is capitalized for \$2,000, will handle musical instruments. Incorporators are R. and E. Cohn and J. Mayesh.

The New Edison for The New Year



AN INSTRUMENT THAT COVETS COMPARISON WITH THE LIVING ARTIST
AND IS UNMATCHED IN BEAUTY OF CASE DESIGN

We can wish you nothing better for the New Year than an
EDISON AGENCY WRITE US ABOUT IT

Texas-Oklahoma Phonograph Company
DALLAS, TEXAS

2025 JACKSON STREET

SOLD "SCENERY" WITH PHONOGRAPH

Western Dealer Finds Setting Off of Console Models With Mirrors and Table Lamps Opens Up a New and Worth-while Source of Profit

A prominent music merchant in a mid-Western city, in arranging his establishment in a manner most calculated to win trade, decided that he could move some slow-selling console styles of talking machines if he displayed them in a manner that would give the customer some idea of how they would look in the living-room. He accordingly furnished several booths with elaborate floor coverings, easy chairs, and then secured several console mirrors and electric table lamps to set off the machines.

It was one idea that had unexpected results, for the first customer to be introduced to the machine insisted on buying both the mirror and the lamp with it. The second and third customers became equally impressed with the attractive arrangement and made the triple purchase with the result that the dealer ordered a dozen mirrors and as many lamps and began advertising them in a combination offer that secured the full price for the machine and brought profitable prices for the lamps and mirrors.

The interesting part is that the clever arrangement moved quickly a number of console models in odd finishes that had remained on the floor of the store for some months. Also between \$15 and \$20 additional profit was made on each combination sale of machine, mirror and lamp, and the combination has now become a regular feature of the establishment.

Perhaps if some other dealers would discontinue the practice of giving various articles free with machines, thus actually cutting prices, and instead think up similar attractive combinations, the goods would move just as fast or faster and the additional profits would make the venture most attractive and the good-will thus created would be a further sales aid.

MUSIC ROLLS AS A SIDELINE

Talking Machine Dealers Tying Up Record Business With Rolls and Boosting Profits

Talking machine dealers are finding music rolls a profitable sideline, according to George H. (Jack) Bliss, manager of the Eastern division of the United States Music Roll Co., with headquarters in New York, who backed up this statement by pointing out that many retailers are adding rolls. The clever talking machine dealer can tie up his record business to music rolls and profit by the sale of both, declared Mr. Bliss. The best method of exploitation is the placing of a half dozen or a dozen rolls in a small special showcase on top of the regular service counter. To purchasers of rolls the salesman can suggest that the same musical number can be obtained on records and vice versa. The expense involved in installing a music roll sideline is very small and, with little effort, the turnover is rapid enough to give the dealer a substantial profit on his investment. Furthermore, the announcements of the latest roll releases can be placed in the same envelopes which bear the record supplements to customers, thus eliminating mailing cost insofar as the rolls are concerned.

UNUSUAL VICTOR RECORD LIBRARY

One of the most remarkable record libraries in the country is that accumulated by George C. A. Hantelman, 718 West Market street, Akron, O. Mr. Hantelman has been gathering Victor records of the better music for ten years and his library now is composed of about 2,200 records. The unusual feature of the collection is the wealth of descriptive and explanatory matter which Mr. Hantelman has collected and pasted in the record albums. This includes photographs of artists, opera plots and exhaustive data pertaining to the composers and recorders of the selections.

TURNER MUSIC CO. FORMALLY OPENED

Musical Program and Distribution of Prizes and Souvenirs Feature Opening of Attractive St. Petersburg, Fla., Branch of the Company

ST. PETERSBURG, FLA., December 7.—The fine, new establishment of the Turner Music Co. was formally opened here in November with a musical program and the distribution of prizes. The leading orchestras of the city played during the afternoon and evening and a real musical treat was given to local music lovers. Souvenirs, consisting of roses and copies of sheet music, were distributed to the ladies present. Prizes, consisting of a portable phonograph, six Brunswick records and another prize of three Brunswick records, were given to lucky visitors at the close of the evening program. Among those present at the opening was N. B. Duke, Florida representative of the Brunswick Atlanta branch.

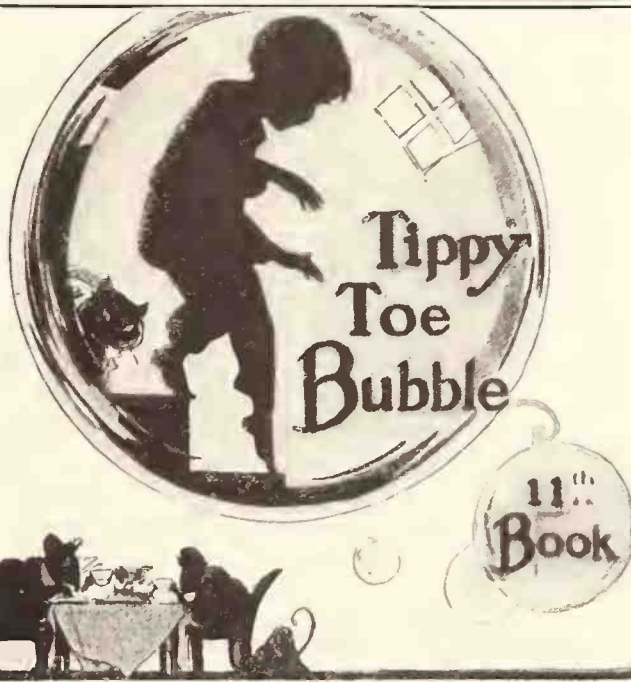
The store is one of the most attractive in this section. There are three large booths on the first floor, presenting very much the appearance of small bungalows, as well as a striking display of Brunswick phonographs. A feature of these booths is the fact that they have been designed and constructed so that during the day no artificial lighting is necessary. Fixtures and service facilities are the most modern obtainable and present the last word in up-to-date merchandising facilities.

W. B. Word, manager of the store, is a talking machine man of wide experience, and the sales organization also is composed of persons of ability and experience.

TO HANDLE TALKING MACHINES

The Brown Furniture Co., with a large store at 135-139 East Fifth street, Dayton, O., is at the present time establishing a piano and talking machine department there. The lines to be handled have not yet been announced.

THE delightful picture in this ad—from the cover of the 11th Bubble Book—was shown in the November issue of Children's Royal in an article entitled "Music Attuned to the Ears of Youth."



Children's Royal Tells Your Customers About Bubble Books

BUBBLE BOOKS at once sing themselves into the hearts of children. They need no other introduction than a first hearing. After that the children demand one after another of the fourteen Bubble Books "that sing."

To win that first hearing Bubble Books are continually brought to the attention of parents through advertisements and editorials in the magazines they read. (See the adjoining quotation from Children's Royal about Bubble Books.)

Introduce Bubble Books to the children of your customers through the attractive free dealer helps that catch their eyes. Ask us about Bubble Book Hour. It will bring parents and children to your store in flocks. Remember, an introduction means fourteen sales.

HERE'S what Children's Royal says about Bubble Books:

"... Great, however, as is the aid which books may give to those who would further the musical training of the child in the home, it is slight in comparison with that offered by the phonograph. The Bubble Books, of which fourteen have already been published by Harper, while others are in preparation, begin with these very rhymes of the nursery and carry their melodies to the very ears of infancy. Each book contains three diminutive records, which may be played on any phonograph, of rhymes, singing games, or songs, sung by voices such as children love, together with the printed words of the songs or stories, or directions for playing the games, and pleasing picture-book illustrations in color. Cows "moo," horses whinny, crows caw, and countless other animals make those sounds so arresting to the infant ear in these records, and voices of excellent quality sing the melodies."

Bubble Books "that Sing"

Retail at \$1.00 with three records

By Ralph Mayhew and Burges Johnson

Illustrated by Rhoda Chase

WHEN you sell one you sell a habit and when you sell a habit you're building business.

HARPER & BROS., Bubble Book Division

49 EAST 33rd STREET

Established 1817

NEW YORK CITY

1923

The Bagshaw Needle business for 1923 has been **DOUBLE** that of 1922. This notable achievement has been made possible through the progressiveness and intelligently directed energy displayed by our customers. Their cooperation is deeply appreciated.

It is a gratification for us to know that our success must necessarily be only a reflection of that enjoyed by all our customers.

Ending 1923

1924

Beginning 1924

Standing at the portal of a New Year, we share the very evident determination of our customers to maintain for the ensuing year the same steady increase in sales volume, which must mean better business for both of us.

Bagshaw Needles have been successful for you and for us, because they insure complete customer satisfaction. Let us all pull together for

A SUPER-PROSPEROUS NEW YEAR

W.H. BAGSHAW CO.

Factory, Lowell, Mass.

370 SEVENTH AVENUE

AT 31st STREET

SUITE 1214

NEW YORK

Pacific Coast Distributor:
Walter S. Gray Co.
1054 Mission St.
San Francisco, Cal.

Canadian Distributor:
The Musical Mdse. Sales Co.
79 Wellington St., W.
Toronto

Western Distributor:
The Cole & Dunas Music Co.
430 So. Wabash Ave.
Chicago

Foreign Export:
Chipman, Ltd.
8-10 Bridge St.
New York City

YOUR SINCERITY

Sincerity of purpose is not only a fine thing, in itself, but as a *business builder* it has no equal. Particularly when, as in your case, that purpose has been to keep the interest of your customers foremost—to give them at all times the highest quality of merchandise—to justify in every respect their confidence in you and in your establishment.

It has been your sincerity of purpose during 1923 that has made new customers and held old ones—that has brought to you the well-merited measure of prosperity which you have enjoyed. We, as well, have been the grateful beneficiaries. You, by giving your customers "quality first" have necessarily created increased sales of Brilliantone Steel Needles.

Your 1923 sincerity of purpose definitely charts your course for 1924—which will mean more business and better business for all.

BRILLIANTONE

STEEL NEEDLE COMPANY OF AMERICA, Incorporated

Selling Agents for W. H. Bagshaw Co., Factories, Lowell, Mass.

370 SEVENTH AVENUE, at 31st Street, Suite 1214, NEW YORK

Western Distributor:
The Cole & Dunas Music Co.
430 So. Wabash Ave.
Chicago

Foreign Export:
Chipman, Ltd.
8-10 Bridge St.
New York City

Pacific Coast Distributor:
Walter S. Gray Co.
1054 Mission St.
San Francisco, Cal.

Canadian Distributor:
The Musical Mdse. Sales Co.
79 Wellington St., W.
Toronto

"You can't go wrong - With any 'FEIST' song"

Three Melody Hits—



**SONG
of
LOVE**

*That beautiful Waltz
Melody from
"BLOSSOM TIME"*

**WONDERFUL
ONE**

Paul Whiteman's
Sensational
Waltz Hit



**"JOURNEYS
END"**

McCarthy & Tierney's
BIG HIT from "UP SHE GOES"

OGDEN

*Yuletide Activity Under Way—
Retailers Add New Lines—Glen
Bros.-Roberts to Open New Home*

OGDEN, UTAH, December 6.—Business has responded quicker to the improved conditions of the Fall in payroll towns of Utah, Idaho and Wyoming than in towns and communities supported by agriculture. Although the farming centers have not reacted so readily Edison dealers report good business, with the holiday trade brisker than since the period of depression following the war. This was the comment of T. C. Hutchison, of the Proudfit Sporting Goods Co., Edison distributor for this territory, who said that Idaho, in particular, is in the midst of a trade revival that is already being felt by talking machine dealers.

Among the new Edison dealer accounts opened by the Proudfit Co. are the Jones Phonograph Shop, Ogden; T. C. Martin Music Co., Pocatello, Ida.; Adolph Biancane, Elko, Nev.

W. C. Carnes, formerly with one of the leading music stores in Minneapolis, has become manager of the Sampson Music Co., Edison dealer, of Boise, Ida.

R. H. Embrie, Edison dealer, of Kemmerer, Wyo., reports excellent business conditions.

Henry Chipp, of Rock Springs, Wyo., says that the coal miners are buying talking ma-

chines for the family Christmas presents. Mr. Chipp is an Edison dealer.

Colwell & Spargur, Edison dealers, of Twin Falls, Ida., have dissolved partnership. Ray Spargur is now in the drug business in Casper, Wyo. Paulson Jewelry Co., of Burley, Ida., reports an active Fall business in Edisons.

Glen Bros.-Roberts Music Co., of Ogden, is enjoying a large volume of business in its new home. The company is preparing for a formal opening in the near future. The concern's splendid new store is a distinct addition to Ogden music circles. W. H. Manning, director of the Weber College School of Music, has already started to use Glen Bros.' large music hall, where he conducts classes in music appreciation. The interior of the store is finished in cream and pale blue enamel. The first floor contains the sheet music and small goods departments toward the front. Near the middle is the record room. This room is presided over by Miss Bertha Monson. A special band instrument room, booths for phonographs, display and demonstration, music roll shelving and demonstration room are to the rear. On the mezzanine floor is the office of George S. Glen, the president; the store's business office, piano display quarters and player-piano demonstration booths. The next floor is a music hall, capable of seating 250, with permanent stage, grand piano and Ampico demonstration rooms. T. J. Holland, sales manager, said that in the new home, with more commodious facilities, the company anticipates a record holiday business. Already Christmas shoppers have been visiting the new store and making early purchases.

Ezra Jones, of the Jones Phonograph Shop, has added the Edison line of phonographs. He also handles the Brunswick and Sonora lines. He reports excellent business in records.

Williams Music Co. now handles the Banner line of records. This company sells the Steger and Pathé phonographs and reports increasing business over the past few months.

Browning Bros., Brunswick dealers, are contemplating several changes in the phonograph department, including new quarters. Glen Thomas, manager, says the new Banner records are meeting with wide favor.

C. E. Armstrong & Co., dealers in Edison and Pathé machines and Edison, Pathé and Actuelle records, report satisfactory conditions. The holiday business promises to be large at this busy establishment.

The Brunswick banquet held at Salt Lake City on the evening of November 26, in the Newhouse Hotel, was attended by Ogden dealers and salesfolk as follows: Ezra B. Jones, M. L. Jones, Misses Lillian Peterson and Ruth Nelson, all of the Jones Phonograph Shop, and Thomas J. Holland, the Misses Bertha Monson, Adelaide Ashton and Laurine White, of the Glen Bros.-Roberts Piano Co. Among the speakers were G. C. Spratt, district manager of the Salt Lake Brunswick offices, and Robert Perry, the Brunswick field representative.

FIRST PRIZE FOR WORLD BUILDING

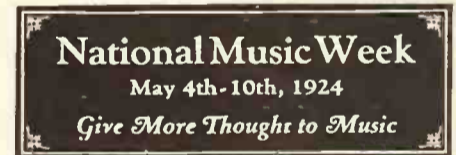
Building at 383 Madison Avenue in Which World Offices Are Now Located Secures Award From the Fifth Avenue Association

The strictly modern character of the new quarters of The World is evidenced by the fact that the building at 383-Madison avenue, New York, in which The World offices are located, was awarded the first prize for new buildings, a gold medal and diploma, by the Fifth Avenue Association. The building, a twelve-story structure, occupies the entire block from Forty-sixth to Forty-seventh streets on Madison avenue, and is designed in modernized Renaissance style, the avenue front being entirely of Indiana limestone. The diploma goes to Cross & Cross, the architects.

NEW MUSIC WEEK STICKERS READY

Designed for Use of Trade in Advertising National Music Week of 1924

The National Bureau for the Advancement of Music has had printed a large quantity of gummed stickers in attractive colors bearing the



New Music Week Sticker

legend: "National Music Week, May 4-10, 1924. Give more thought to music," which are intended for the general use of the trade in advertising next year's National Music Week. The stickers are to be attached to letterheads, envelopes and other advertising literature sent out by music houses. They will be supplied in suitable quantities upon request to any member of the music industry desiring to use them.

E. G. EVANS ENDS BUSY TRIP

Edward G. Evans, well-known member of the sales staff of C. Bruno & Son, Inc., Victor wholesaler, New York, accompanied by Mrs. Evans, recently took a flying trip in their Dodge car up through the Hudson and Mohawk Valley. Object: to shake hands with the Bruno Victor retailers in that territory. Mr. Evans reports that his supply of order books was well used up, concrete evidence of the excellent conditions in that territory.

ADDS TWO STORIES TO BUILDING

KNOXVILLE, TENN., December 6.—The J. V. Ledgerwood Music Co., of this city, has announced plans for the addition of two stories to the building which the concern now occupies. This is the fourth expansion of this firm.



The demand of the public for the NEW EDISON was never greater.

The models never more artistic
The records never better.

The service in record releases never so prompt.

These with the new low level in prices on instruments and records make

Large Profits Certain

We have a few towns open for dealers.

Write for particulars.

Proudfit Sporting Goods Co.

OGDEN, UTAH

Intermountain Distributors

Utah, Idaho, and Part of Wyo. and Nev.

ALBUM SETS

An Okeh Idea!

A few months ago, the General Phonograph Corporation released the first and only *complete* recording of Schubert's "Symphony in B Minor" on three double-face imported ODEON recordings contained in a specially prepared album. The great demand for this original album set was so quickly evident and the sales were so noticeably steady, that we were encouraged to prepare additional sets along similar lines. Okeh had again taken the right step in the right direction!

To date we have released the five album sets listed below. Each set consists of three double-face records contained in a handsome black leatherette album attractively imprinted and bearing on the inside cover an interesting story pertaining to the selections or the composer. Album sets have a proven appeal to record-buyers—an appeal that is going to be very much stronger around the holiday season. Place your orders for these sets now! Make the most of this new, exclusively Okeh opportunity for increased holiday sales and profits!

Schubert's
Symphony in B Minor

"THE UNFINISHED SYMPHONY"

THE first album set; three imported 12-inch double-face ODEON recordings containing the first and only *complete* recording of Schubert's famous masterpiece. It is beautifully interpreted by one of Europe's well-known musical organizations—the Orchestra of the German Opera House, Berlin, under the direction of the internationally famous conductor, Eduard Moerike. *Retail price, complete with album.....\$5.00*

Von Weber's
Der Freischütz and Oberon

OVERTURES

ANOTHER rare record importation that is rapidly being sold throughout the country to lovers of fine music—the *Overtures* to Von Weber's operas *Der Freischütz* and *Oberon* on three 12-inch double-face ODEON recordings. These beautiful compositions are also made especially desirable by the superb interpretations of the celebrated Eduard Moerike and the Orchestra of the German Opera House, Berlin. *Retail price, complete with album.....\$5.00*

Orchestral Selections from

Carmen

IN this special album set of three 12-inch double-face imported ODEON recordings are incorporated six of the most desirable orchestral selections from the opera *Carmen*. The great American popularity of *Carmen* combined with the exceptionally fine renditions of these selections by the accomplished Dr. Weissmann and the Orchestra of the State Opera House, Berlin, will make this set a much-prized addition to any library of classic music. *Retail price, complete with album.....\$5.00*

Rare Record Set

THIS set has been specially prepared in time for the holiday season. It is comprised of six well-known beautiful selections rendered by famous musical organizations of Europe on three 12-inch double-face ODEON recordings. Contained in their rich-looking album wrapped in appropriate holly paper, they become the ideal holiday record gift. *Retail price, complete with album...\$4.00*

"Fairy Tales of Long Ago"

THE album set that will have a strong, immediate appeal to those who seek an unusual Christmas gift for young children is "Fairy Tales of Long Ago." The set is comprised of six charming fairy-story selections written by Elsie Jean, the famous writer of stories for children, and sung by Ernest Hare and Joseph Phillips. The three 10-inch double-face Okeh Records are contained in a very attractively illustrated album that will appeal to the kiddies. *Retail price, complete with album.....\$3.00*

Buy Okeh Needles!

Odeon
RECORDS

Recorded in Europe;
manufactured in the
United States by the
makers of the famous

Okeh
RECORDS

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, President

25 West 45th Street

New York

The NEW Columbia is superior

*Hearing
is believing*

There's beauty in every model.
Whether it be upright or console, each New Columbia cabinet wins enthusiastic admiration. Rare craftsmanship and artistic ability are apparent in every line.

COLUMBIA PHONOGRAPH COMPANY
New York



OMAHA

*Drop in Temperature Speeds Up
Christmas Business—Schmoller-
Mueller Co. Buys National Co.*

OMAHA, NEB., December 6.—During the last two weeks the temperature has dropped to quite an extent and buying has increased considerably. Possibly the colder weather has brought a realization of the nearness of Christmas, and that has helped to speed up business. At any rate, things look much brighter than they did ten days ago and the music dealers are all ready for their Christmas campaigns.

The largest deal in the music trade circles in Omaha that has been consummated for some time is the purchase of the entire stock and fixtures of the National Music Supply Co., Victor dealer, at 1907 Farnam street, which was going out of business on account of dissolution of partnership, by the Schmoller & Mueller Co. The National Music Supply Co. was an old firm, having been in business in Omaha for many years. The Schmoller & Mueller Co. is now an authorized Victor dealer.

William A. Schmoller, president of the Schmoller & Mueller Co., announced that the personnel of the National Music Supply Co. would be given positions with the Schmoller & Mueller Co.

The Ed. Patton Music Co., one of the local dealers supplied by the Mickel Bros. Co., Victor jobber, has a very interesting Victor window. Two models, loaned for the exhibit by the Victor Co., are on display. One is a model of the first type of Victrola made and the other a Victrola No. 130, especially built for the San Francisco World's Fair. According to Manager Topping, of the talking machine department, this exhibit has attracted considerable attention.

Local record dealers generally report increased sales of Sousa records due to the appearance of the famous band here in concert on November 24. An afternoon as well as an evening performance was given and both were very well attended. Several banquets were held in honor of Mr. Sousa.

Both Frank Resnick, of the Union Outfitting Co., and Miss Lois Ferrin, manager of the talking machine department of the Burgess-Nash Co., report a good sale of Brunswicks during November.

Schultz Bros., Edison jobbers, are showing some very artistic Christmas displays in their windows, as well as making some particularly attractive Christmas offers. They report that their out-State trade during November has been up to the average and indications point to a big holiday retail trade.

P. G. Spitz, manager of the phonograph de-

partment in the Brandeis Stores, has just returned from a business trip to New York and points East. The wife of Mr. Spitz has recently been very ill, but is now convalescent.

J. E. Conley, formerly with the Des Moines Life Insurance Co.'s Omaha agency, is now salesman in the talking machine department of the Brandeis Co. D. Curtis, formerly with the Schmoller & Mueller Co., has also joined the Brandeis force. Mr. Corey, one of the Brandeis salesmen, has left that company and is now with the Mickel Bros. Co., of this city.

Willard Duning, wholesale representative of the Starr Piano Co., Richmond, Ind., for Nebraska and Iowa, is opening an office and retail store at 405 South Fifteenth street, where Genett records and Starr phonographs will be featured. Mr. Duning states that he will not have all of his office fixtures nor a permanent lease before the first of the year.

R. C. A. ELECTROTYPE BOOK READY

R. C. A. Dealers Receive Copy of New Cut Book—Valuable Suggestions as to Their Use

The publicity department of the Radio Corporation of America, New York, has just issued a complete electrotype book for the exclusive use of R. C. A. distributors and dealers. There is presented in this book a complete array of advertising helps, including halftones and line cuts in various sizes for practically every item in the R. C. A. line. Mats of complete advertisements with additional copy suggestions are also included. A paragraph on the cover of this book states: "Local advertising is the connecting link between our national campaigns and your store. The public must be told where it can buy R. C. A. Radiolas, Radiotrons and other apparatus. Let pictures tell the story—an illustrated advertisement sells apparatus. A good reproduction has far more appeal than mere text. The advertising that pulls contains cuts, and the cuts are yours for the asking."

ARNOLD-EDWARDS FORMAL OPENING

Jacksonville Co. Holds Week Celebration in Dedicating Its New Warerooms

JACKSONVILLE, FLA., December 6.—A week of celebration was completed here recently by the Arnold-Edwards Co. as a formal dedication of its new building at 127 West Adams street. Decorations including special theatre lights and large vases of flowers added to the festive appearance of the establishment, many of the floral sets coming as donations from local institutions and national music houses.

During the first evening of the dedication a concert was given on the balcony by the Arnold-Victor Orchestra, while in the recital hall on the third floor there was an artistic program, and in the Ampico room, on the same floor, another concert was featured. With a slightly raised stage at one end of this floor, a small concert hall is afforded which has a seating capacity of one hundred and fifty persons. The first two floors are devoted to instruments.

Edison Is Always First!



The first Phonograph
First with Console Phonographs
First with Broadway "Hits"
First to play all makes of Records

EDISON INVENTED IT—EDISON MANUFACTURES IT

SHULTZ BROTHERS, Inc.

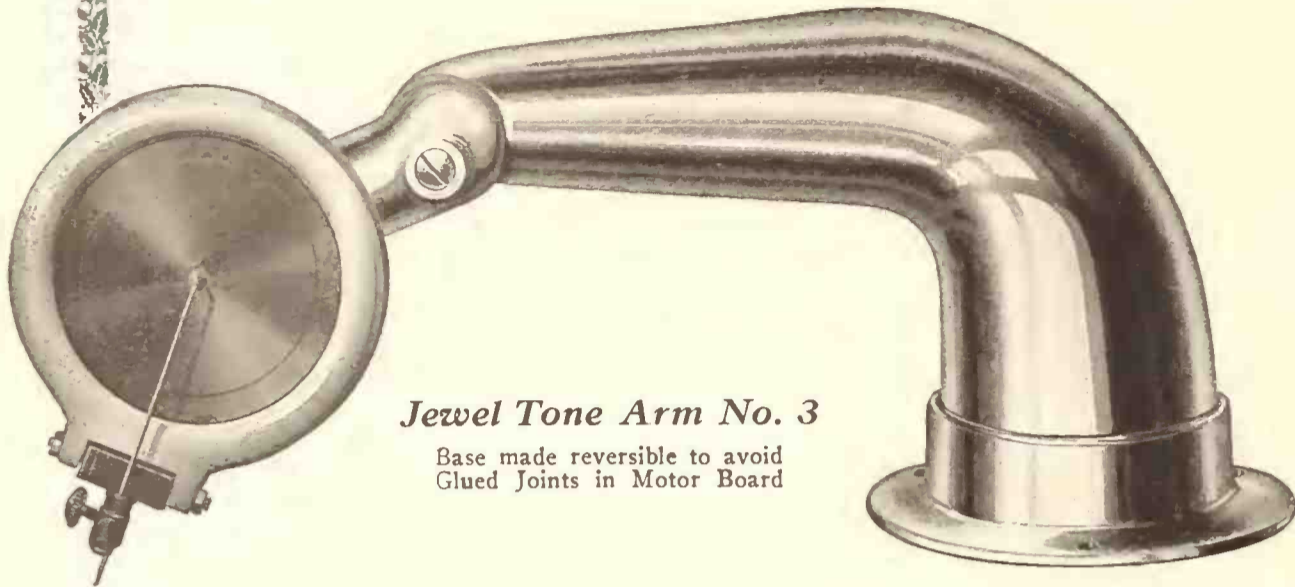
16th and Howard Streets
OMAHA

Edison Distributors for Nebraska
and Western Iowa

A few dealerships open. Write
or wire

The Jewel-Tone

Reproducer *and* Tone Arm



Jewel Tone Arm No. 3

Base made reversible to avoid
Glued Joints in Motor Board

Greetings

In closing the greatest year in our history we thank the trade for its patronage and confidence. It is our earnest hope that 1924 will bring to every member of our industry happiness, joy and prosperity

Original and Exclusive Features

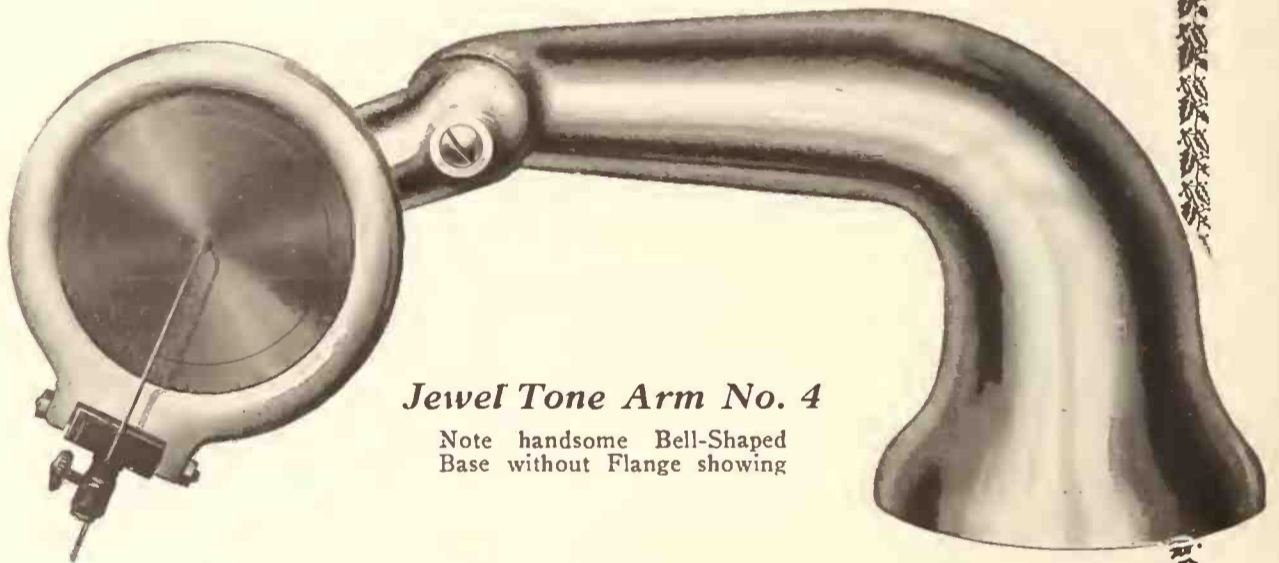
Play Edison and Pathe Records in actual Edison position and with a fibre needle.

Made in 8½", 9½", 10½". When thrown back on tone arm in Edison position, the reproducer lies flat, so dome cannot touch it when closed.

Finished in nickel or gold plate.

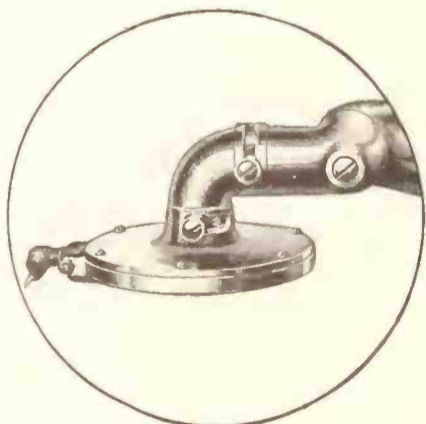
**Personal Puletide
Greetings to the
Trade from**

The Jewel Phonoparts Co.'s
complete organization.

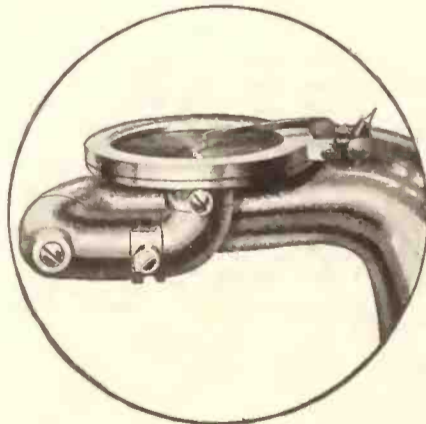


Jewel Tone Arm No. 4

Note handsome Bell-Shaped
Base without Flange showing



Reproducer in position to play
Edison Records with Saffo
point or fibre needle.



Shows reproducer thrown back
on tone arm in Edison position.
Dome cannot touch it.



Equipped with or without
Mute, Mica or NOM-Y-KA
Diaphragm.



150-160 Whiting Street

CHICAGO, ILLINOIS, U. S. A.

KANSAS CITY

Dealers Making Use of Manufacturer's Publicity—Year-end Sales Promise to Be Big—Changes in the Trade and News of the Month

KANSAS CITY, Mo., December 7.—This city has been frequently criticized as lacking in musical appreciation, but when high-class music was presented in an attractive way in "Blossom Time" the two past weeks the Wunderlich Piano Co. reported that the sale of records of music from "Blossom Time" was so great that it was impossible to keep it in stock.

Dealers Using Victor Publicity

The J. W. Jenkins Sons Music Co. reports that little Christmas pamphlets attractively gotten up by the Victor Co. with the holiday season in mind, one giving a list of records and one illustrating a variety of Victrolas, have been very well received by the dealers in this territory, showing that they do oftentimes use freely the advertising material which is sent to them. This wholesaler also reports that the console models of Victrolas are in great demand. The tendency is to buy the popular-priced Victrolas.

Claude Barricklow, of Great Bend, Ind.; Fred Kaiser, of Ottawa, Kan., and Paul Lanning, of Ossawatimie, Kan., Victor dealers, were in Kansas City the last week in November, looking over the stock at the J. W. Jenkins Sons Co., preparatory to buying for Christmas trade.

Edison Year Closes With Rush

J. H. Cropp, sales manager of the Edison Shop, said that the store had had splendid business in November and that the outlook as regards the Edison line is exceptionally bright, with an unprecedented holiday trade a certainty.

Holds "Victrola Week"

The J. W. Jenkins Sons Music Co. recently staged a "Victrola Week." Special advertisements in the daily papers and window displays attracted much attention. One window featured grand opera records by having miniature dolls representing singers in the leading rôles of the operas in costume arranged in strikingly dramatic attitudes. Many sales resulted, according to Burton J. Pierce, head of the Victor department. Some of the Victrolas purchased are for Christmas gifts and are to be held for Christmas delivery.

Brisk Demand for Okeh Records

According to the Artophone Co. business is very good. In fact, it finds that it has almost more than it can do with an unusual run at the present time on Okeh records for Christmas. Some new Kansas City records made by the local artists, Bennie Moten's Orchestra, Mary Bradford and Ada Brown are going very well.

Edison Dealers Winding Up Busy Year

The Phonograph Co., Edison distributor, with headquarters in this city, is a busy place these days taking care of its dealers, who are already busy with holiday sales. Both machines

and records seem to be moving in a most satisfactory manner, and there is no doubt that when the calm after the storm comes in January dealers will look back with satisfaction to a year of steady progress.

Music Box Featuring Victor

The stock of the Talking Machine Co. at Eleventh and Main streets, bankrupt, which was bought by Mrs. Edward Zola some months ago, has been gradually cleaned out and this is now an exclusive Victor store under the name of the Music Box. Miss Frances Enoch, who was with the J. W. Jenkins Sons Music Co., is at the head of the Red Seal department. M. C. Dalrymple, formerly a retail merchant, is the business and advertising manager.

Holiday Drive Under Way at Jones Store

The music department of the Jones Store Co. is staging a special sales drive for the holiday season. The company also carries a line of Sonora and Victor machines, which are selling well through the Christmas club plan.

Kimball Co.'s Advertising Profitable

J. D. Mahaffey, advertising manager of the Kimball Co., says that they have done more

business in the last ninety days than during any similar period in the history of the firm. This is, he feels, due to an intensive advertising campaign. The Okeh records of popular music are going particularly good just now.

Victor Dealers to Meet

There will be a meeting of Victor dealers who are served by the J. W. Jenkins Sons Co. at the Baltimore this month. Miss Marie Finney, of the educational department of the Victor Co., will be here at that time to give a lecture upon the educational value of the Victrola. A large attendance is expected.

News Gleanings in Brief

William Olney, formerly with the Victrola department at the Leader department store, St. Joseph, Mo., is now with Abbott & Troyer, prominent music house of that city.

Miss Rosalie Kout, of Topeka, Kan., has taken charge of the phonograph department at Rohr's, that city.

Miss Aileen Stanley, Victor artist, entertained the local Victor dealers at their last meeting.

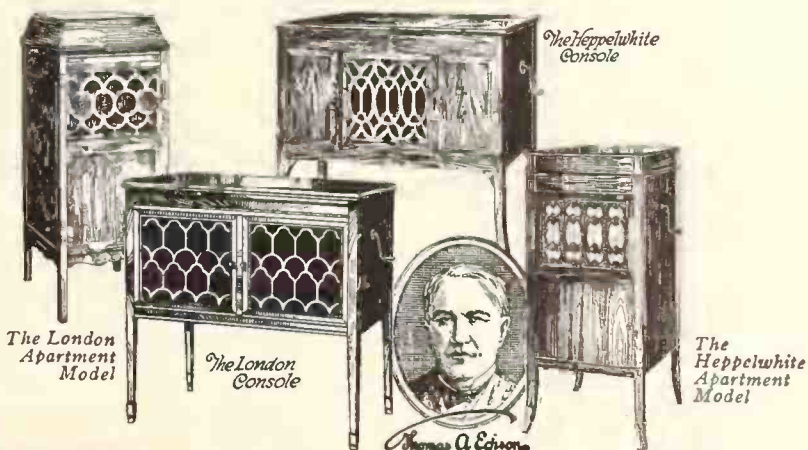
George Price, Victor artist, was in Kansas City recently and visited dealers. He appeared at the Shubert in the "Spice of 1922."

Miss Belle Baker, Victor artist, appeared at the Orpheum and Feodor Chaliapin appeared at Convention Hall recently.

Other Victor artists who will be in Kansas City soon are Paul Whiteman's S. S. "Leviathan" Orchestra and Sousa's Band.

How EDISON Meets the Popular Price Demand

Four Winners Ranging in Price from \$100 to \$175 list

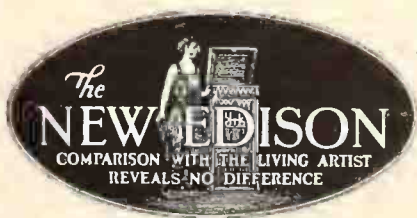


A few good dealer territories open in Missouri, Kansas and Oklahoma

Write

The Phonograph Co.

1215 McGee St.
KANSAS CITY, MO.



Dealers who hear the
NEW EDISON in
side-by-side comparison
with other phonographs
invariably select the
NEW EDISON for
their *own homes*.

And the dealers' cus-
tomers, when given the
opportunity of side-by-
side comparison, make
the same choice.

Dealers who hear the
NEW EDISON in
side-by-side comparison
with other phonographs
seek the **EDISON** Rep-
resentation

—because it is easier to
sell the product they
know to be the best.



THOMAS A. EDISON, Inc.

Orange, New Jersey

Brooklyn Holiday Trade Grows Apace

Christmas Savings Funds Being Distributed by Banks—New Accounts Opened—Live Dealer Cashes in on Small Window—The News

Business throughout Brooklyn and Long Island territory is particularly good and both jobbers and retailers seen by The World expressed themselves as pleased with the general upward trend in conditions. One prominent retailer recently commented upon the fact that never in all his experience in the talking machine industry had initial payments been higher or the average sale totaled as much in dollars.

That the talking machine dealer will come into a good share of business during and after the holidays is the view of one prominent Brooklyn jobber. He bases his opinion on the reports of the banks concerning the amount of money deposited in the Christmas Savings Fund, which was distributed by the banks on the first of December. In the Borough of Brooklyn alone there was a total of two million dollars in Christmas funds, while in Greater New York over five million dollars were held on deposit, the total savings throughout the country amount to \$40,000,000 as against \$19,000,000 at this time last year. This money represents a distinctly different form of savings as compared with ordinary bank deposits. Since it is limited as to the time it may remain in the banks and must be withdrawn at the time specified, it stands to reason the talking machine dealer will profit by the release of this money and come in for a fair share of business from those who receive various sums at this time. While it is not possible to tell exactly who the people are having these accounts, prospects can be followed closely, and when the money becomes available, inasmuch as they have already been approached by the dealer and they are in a very receptive mood, the money being on hand, what could be more ideal?

Making Some Fine Sales

A. Lesser, 631 Sutter avenue, Brooklyn, has recently made some unusual sales of Victor machines. One of his best sales was that of a Louis XVI period model to M. Lapidus, prominent local shoe manufacturer, who turned in a \$250 Victrola, which had been in his possession

for two years, in order to secure the more expensive instrument. Mr. Lapidus, by the way, is an enthusiastic collector of records, and he has one of the finest Victor record libraries in the city. Mr. Lesser is one of the liveliest dealers in the Long Island territory, and his aggressive merchandising methods have been instrumental in building up a large business in Victor machines and records.

New Sonora Accounts

The Long Island Phonograph Co., Sonora distributor in the Brooklyn and Long Island territory, has been enjoying a fair business during the past month. A number of new accounts have been added during this period, including M. Brody, 1042 Central avenue, Far Rockaway; the Parkside Music Shop, 2241 Parkside avenue, Brooklyn, and the Flatbush Music Shop, 1533 Flatbush avenue, Brooklyn. The last-named concern, of which Thomas Swire is the proprietor, now handles three lines, namely, Sonora, Brunswick and Columbia phonographs.

Jack Sachnoff Opens Store

An attractive new talking machine establishment has recently been opened at 416 Sutter avenue, Brooklyn, by Jack Sachnoff. Modern fixtures, including record demonstration booths, racks and service counters, have been installed. The store is in a good location and Mr. Sachnoff is preparing to capitalize on this fact by going out after business in an active and determined manner.

Good Victor Business

That the retail Victor trade is in a prosperous state is indicated by the fact that the American Talking Machine Co., Victor distributor, with headquarters in Brooklyn, is closing a banner Fall and Christmas business. It is expected that when the holidays are over the dealers will be in a position to look back at a very satisfactory sales volume.

Makes Small Windows Pay

The talking machine department of the Sterling Piano Corp. is overcoming display difficulties of small windows by arranging very simple exhibits. Although the objects featured in each window are few the ensemble is always artistic and sometimes so unusual as to almost compel passers-by to stop for a look. Recently a very attractive display consisted of one Victor console and an upright machine. The only other objects in the window were, perhaps, a dozen especially prepared placards featuring some of the latest Victor records. A local sign-painter's services are utilized for the making of these placards and their use in the windows



New
Releases
Monthly

A. CENTONZE MUSIC CO.
PUBLISHERS

Distributors and Jobbers in
RECORDS and PIANO ROLLS
174 Johnson Avenue Brooklyn, N. Y.

JUST OUT

Cuore Ideale	Waltz
Birichina	Mazurka
Fantasia Notturna	Mazurka

has been found very effective in drawing the attention of passers-by to records.

Aeolian Co. Has Successful Year

A very successful year has been enjoyed by the Brooklyn branch of the Aeolian Co. on Flatbush avenue. Each month has been a little better in point of sales than the same month last year, according to Manager Davis. Regular advertising and attention-compelling window displays have been the two big factors in the good business enjoyed by this progressive house. The advertising of this company has appeared in the local newspapers regularly throughout the year. The large windows of this concern offer unusual facilities and this has been taken advantage of. Some of the best window displays of the year in the talking machine trade in Brooklyn are credited to the skillful work of the Aeolian Co. forces.

Live Methods of Brooklynite Win

Talking Machine Department of Batterman's Store Averages Twenty Machine Sales Each Day as a Result of Efficiency and Work

The careful selection of sales people, intensive canvassing and advertising have been instrumental in making the talking machine department of Batterman's Department Store, Brooklyn, one of the most profitable and important branches of the business. An average daily sale of twenty instruments and a growing demand for records bears out this observation.

How Salesmen Are Judged

The selection of salesmen has a direct bearing on the success of any mercantile enterprise and is, therefore, of the utmost importance, according to F. J. Ennis, manager of the talking machine department, who speaks with the authority of experience and success in picking the right type of men. Personality, energy and determination are the three most important factors which contribute to results by salesmen. At this establishment men who have been in the sales end of the talking machine business and who have the necessary qualifications are, of course, preferred, but experience in this line is not made a prerequisite of employment. Eighteen men compose the outside sales organization of this department, and they are making good in a big way. They were selected because they possessed the three qualities mentioned above and in addition knew or had the intelligence to quickly grasp the fundamental principles of selling talking machines.

Canvassing the Big Force

The success of this department also is due in a large measure to the intensive canvassing of the large outside sales organization. Day after day these men are scouring their territories for business, and, as is natural where such persistent and sustained efforts are resorted to, they

(Continued on page 74)

"The favorite instrument of Holiday buyers"

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL



**The Highest Class
Talking Machine in the World**

Our complete exhibit of the superb Sonora Period Phonographs is especially important during the Holiday season—bring your prospects.

*Write or call for information about
our 100% Sonora selling service.*

Long Island Phonograph Co., Inc.

Sonora Distributors for Brooklyn and Long Island

17 Hanover Place, Brooklyn, N. Y.

Telephone Main 1217-18

Merry
Christmas

1923

Merry
Christmas

and

A New Year of Renewed and Great Prosperity
To Our Dealers and Friends

Among our assets
we like to count
the only one that
money cannot buy—
your good will

**AMERICAN
TALKING MACHINE CO.**

356 LIVINGSTON ST. BROOKLYN, N.Y.

VICTOR DISTRIBUTORS



Briggs

METHODS OF LIVE MERCHANT WIN

(Continued from page 72)

get it. Prospects are followed up in a determined manner and they are not dropped from the list until the chances of ultimately making a sale are found to be nil.

The inside sales organization co-operates in a most effective manner with the outside men, a vitally important consideration. Working hours are an unknown quantity at this live department. Prospects that develop in the store during the day are followed up in the evenings and even on Sundays; thus no sales opportunities are overlooked. Each week the staff sets a sales quota and works hard to come up to the mark set. For example, on a recent Saturday the organization went out with the determination to dispose of fifty instruments in one day. To make a long story short, thirty-seven machines were sold, and the next day, Sunday, seven sales were added to this. These seven sales were follow-ups of inquiries received on Saturday. The organization fell short of the mark by six machines,

but the sales volume for that day shows what can be done when persistency and proper methods are used.

Extensive Advertising Helps

Considerable space is used in the local newspapers to broadcast the story of the talking machines and records, and week after week this publicity is demonstrating its value in creating business. As a result of the advertising drive Batterman's talking machine department has become widely known to the residents in Brooklyn and many of the surrounding communities.

Radio and "Talkers" Allies

The talking machine and radio departments of this concern are located side by side, and this has been productive of business for both departments, demonstrating to Batterman's, at least, that radio, if properly featured, works to the advantage of the talking machine business and not against it. This is demonstrated by an incident at the store recently. A man came into the talking machine department. He had not made up his mind whether to purchase a radio set or a talking machine. The salesman explained the

merits of the talking machines handled and then led the prospect over to the radio department, so that he could secure the necessary information on radio before making up his mind. Before leaving the store the man had purchased both. This has happened several times, according to Mr. Ennis, and it proves that even to the layman it is clear that the purposes of radio and the talking machine are different and each can be made a worth-while accessory to the home.

Another business-producing stunt at this store is the location of a record department on the main floor. The hundreds of customers who pass through the store during each day naturally are attracted to this department and many sales are made. A small talking machine is constantly sending out refrains of the latest music. In many instances inquiries are received at this special record department which have resulted in larger sales in the main talking machine department. Other features being planned include a special department for children's records and a German record department. The latter will be in charge of a salesman who speaks German to serve the many patrons of German origin who shop at the store.

Mr. Ennis, who recently came to this store from Stix, Baer & Fuller, St. Louis, is not unknown to the trade in Brooklyn and New York. He was formerly connected with Frederick Loesser & Co., Brooklyn, and Bloomingdale's, New York, and he has had wide experience in the talking machine field.

BOOK ON PHONOGRAPH CONSTRUCTION

Interesting Volume on the Design and Construction of Talking Machines Being Published by Bruce Publishing Co.

"Phonograph Construction," a book dealing with the construction of the component parts of the modern talking machine, by E. M. Winterbourne, of the New Mexico State Teachers' College, Silver City, N. M., has just been published by the Bruce Publishing Co., Milwaukee, Wis. The book has been written especially for the layman and technical terms are avoided. The work is developed in an interesting and instructive manner and should prove of value to those of the general public who are seeking enlightenment in this field, especially students of manual training in schools. There are six chapters devoted to the following subjects: "History of the Development of the Phonograph," "Designing the Cabinet," "Constructive Details of Cabinets," "Sound Amplifiers and Volume Modulators," "Wood Finishing" and "Equipment." "Tool Processes" are treated in rather a complete, though brief, manner in the appendix.

VINCENT'S MUSIC SHOP OPENED

Vincent's Music Shop, which opened recently at 3451 Fulton street, Brooklyn, carries a complete line of music goods, including pianos, phonographs, sheet music and radio supplies. The store is well appointed in the matter of store equipment and has already proved very popular with residents in this section.

O. W. RAY ON TRIP TO COAST

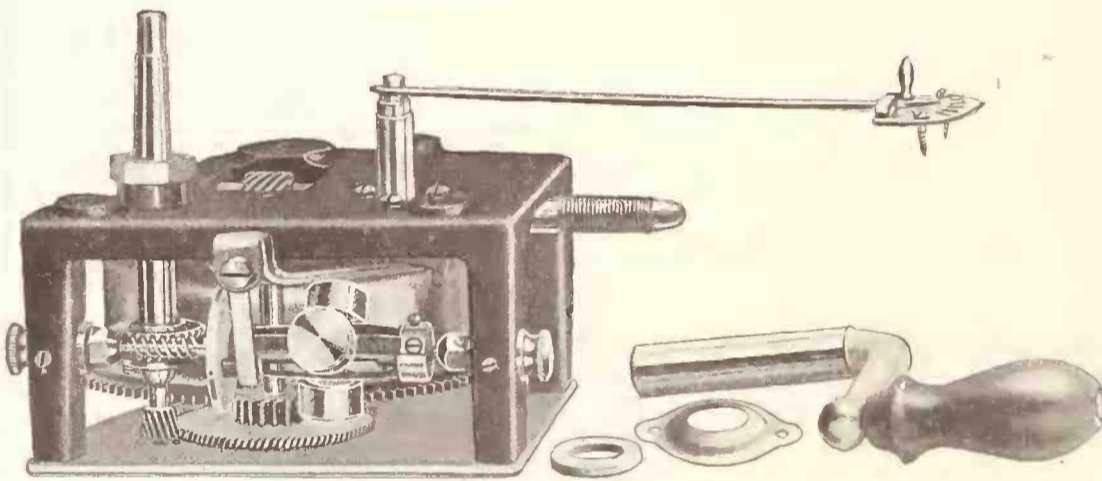
Oscar W. Ray, general manager of the wholesale Vocalion Red Record department of the Aeolian Co., left recently on an extended business trip to the Pacific Coast, in the course of which he will call on Vocalion record distributors, together with numerous dealers in the larger centers. He expects to be away from his office for several weeks.

REEDER STORE IN NEW WAREROOMS

CARLISLE, PA., December 6.—The D. N. Reeder music store has recently changed its location from the South Hanover street address to the building on North Hanover street, formerly occupied by the J. H. Trou Music House.

A REAL PORTABLE MOTOR

Model S. S.



Weight reduced to a minimum—compact—strongly constructed—absolutely silent and **GUARANTEED TO PLAY TWO RECORDS.**

The best in material and workmanship is found in this motor—one designed particularly for portable use and one that will give long and satisfactory service.

For Larger Machines

Model H. H.—a double spring motor guaranteed to play 5 records.

Model K. K.—a double spring motor guaranteed to play 3 records.

Further Information Upon Request

THE SILENT MOTOR CORPORATION

321-323-325 Dean Street

BROOKLYN, N. Y.

Telephone Sterling 4861



Radio -

THE TALKING MACHINE DEALER'S FIELD for Additional Profits. A new field for greater business is offered to the talking machine dealer by radio. Without increasing overhead, radio enables you to serve new customers who otherwise might never enter your store. You will also get additional business from your old customers. Wide awake talking machine dealers in all parts of the country are handling the Crosley line of radio receivers and parts. Constructive, consistent advertising over a long period of time has created an ever increasing demand for Crosley instruments.

CROSELY Better - Cost Less Radio Products

Exceptional performance that gives unusual satisfaction has made thousands of happy customers who tell their friends about results that their "Crosley" has brought.

Make up your mind now to get some of this business that is waiting to come to you.

Write for Complete Catalog.

This fully describes Crosley Instruments and Parts.

CROSELY MANUFACTURING COMPANY

POWEL CROSELY, Jr., *President*

1226 Alfred Street

CINCINNATI, OHIO

Crosley Model X-J, Price \$65

As an example of the exceptional value of all Crosley instruments, we illustrate the Model X-J. This is a four tube set combining one stage of tuned radio frequency amplification, detector and two stages of audio frequency amplification. We unhesitatingly claim that this is the most popular receiver in the United States today.

For those who desire additional beauty combined with excellent performance there is a handsome Crosley

Consolette Model X-L, Price \$140



A TUNE YOU CAN'T FORGET

Linger Awhile

by the writer of LOVE TALES



You can't go wrong with any FEIST song

The stars shine above you, — Yet linger a while

© 1923 Leo. Feist Inc.

BALTIMORE

Wholesalers Oversold as Trade Supplies Holiday Demand—Heavy Sales of Popular Records—Columbia Dealers Organize—The News

BALTIMORE, Md., December 9.—The talking machine business, insofar as the jobbers are concerned, is limited solely by the number of machines which they are able to supply the trade on oversold orders. Practically every jobber in this city has been oversold on the more popular types of machines for months.

Sold Out on Popular Victor Models

In commenting on this situation, I. Son Cohen, head of Cohen & Hughes, Inc., Victor distributors, said that he considered himself lucky if he could supply 10 per cent of his customers' orders for the popular types of machines. "As fast as we get the machines they are shipped or sent out to fill standing orders, and our business for many months has been run on the 'curbstone plan.' That is, we get the machines as far as the curbstone and send them out again without ever bringing them into the warehouses. "For a long time," he continued, "we have been satisfied to take care of our regular trade without seeking new fields and feel like 'patting ourselves on the back' when we can do this."

Wholesalers Experience Shortage

Practically the same situation exists with the other two local Victor jobbers, E. F. Droop & Sons and Eisenbrandt's. W. C. Roberts, manager of the former firm, said the demand for 80 and 210 types of Victors exceeded the supply by about 90 per cent and that this condition had prevailed with his house for many months.

Big Record Sales of Popular Numbers

Mr. Roberts, by the way, says he is the one responsible for the advance release of the record "Sleep" in Baltimore, which was put on sale here a week before other sections of the country. He knows the Waring brothers personally, and when they were advertised to appear at one of the local theatres he went to see and hear them and heard "Sleep," after which he arranged for the early release of the record here, which promises to establish a high-water mark in sales. "The first day it was put on sale in our retail department," said Mr. Roberts, "we sold more records than in any other twenty-four hours in the history of our store."

Cohen & Hughes also report having one of the biggest runs on this record in the history of the firm, over 6,000 having been sold in three days. Another record which Cohen & Hughes have been pushing with big results is the "Conundrum," or "What Will I Play Next." While this record has been on the market for some time, it has not been featured in this territory and results so far seem to indicate a big sale.

Brunswick Demand Exceeds Supply

The local agency of the Brunswick is another place where optimism over the outlook prevails

and the only sign of worry is occasioned by not getting the goods for delivery. "While we have caught up to some extent on deliveries," said Manager C. F. Shaw, "we are still behind on our orders for the more popular types of the Brunswick. This handicap, however, is more than offset by the wonderful increase in record sales, which have more than doubled in the past year, and every indication points to a better 1924."

Manager Shaw had his sales force here on December 3 for a meeting, at which he spoke and explained the efforts being made to take care of the holiday trade. A great friendly rivalry now exists among the Brunswick sales force as to which representative will make the best showing for the year. M. M. Kuhn, of the North Carolina district, is leading at present, having come to the front during the past month through signing up several stores in this section, among which are Colson & Covington, of Wadesboro; J. B. Bruton, of Lamberton, and Turner & Co., of Charlotte.

H. H. Sheldon, of the Baltimore district, is second through the signing up of Louis Mazor as an exclusive Brunswick dealer in his new store just opened at 512 North Howard street. Mr. Mazor, who conducts four other stores in the city, has fitted up his new store, which is in the Academy of Music Building, in a most elaborate manner.

D. W. Causey, Virginia representative, contributed the Brunswick contract of the Jefferson News Stand, of Charlotte, which will be under the management of Grafton D. Payne.

Columbia Headquarters Reopened

"Business never was better nor were we ever so rushed to fill orders as we are today," said W. H. Swartz, secretary-treasurer-general manager of the Columbia Wholesalers, Inc., distributors of the Columbia, as he greeted The World representative, with his sleeves rolled up, working in the mailing room trying, as he put it, "to catch up with the orders for that advertising record of the Columbia."

"We are simply swamped," he said, and are working practically day and night to keep the dealers supplied with the record. Orders are coming in by phone, wire and mail and dealers are ordering lots of 1,000 to 2,000 at a time. It is without exception the greatest advertisement ever put out by the Columbia, and the dealers are co-operating by asking all purchasers to read the statement on the envelope explaining the advantages of the New Process records and following up all sales with advertising matter.

Sales of the new \$150 and \$200 Columbia consoles have exceeded all expectations, according to Mr. Swartz, and it is impossible to supply the

demand for the \$100 type, the firm even going so far as to go into Canada and buy machines, paying the import duty, in order to meet demands.

"While we have been turning down applications for Columbia machines, preferring to take care of our trade first," said Mr. Swartz, "we have taken on a few during the past month, including one in Baltimore, that of the Knabe Studios, Inc., 309 North Charles street."

Cohen & Hughes Stage Tie-up

Cohen & Hughes, Inc., Victor jobbers of this city and Washington, D. C., took advantage of the recent appearance here of Balieff's "Chauve Souris" to stage a tie-up. Window strips were prepared for Victor dealers and these were effective in stimulating sales of the records made by these artists.

Another dealer help prepared by this live firm is the preparation of a special list of records appropriate as Christmas gifts. The list is holly bordered and is sized to fit the frames provided for dealers by the company at the beginning of the year. From time to time Cohen & Hughes have supplied the dealers with special strips for insertion in these frames. These inserts are designed to increase the sale of records. I. Son Cohen, president of the company, stated that more frames are available and will be supplied to Victor dealers upon request.

Fine Brunswick Window

William Sprinkle, head of the Sprinkle Piano Co., of Greensboro, N. C., was a visitor to the Brunswick agency this month and brought along a picture of a Brunswick window display in its store which attracted considerable attention, as well as business, during the two weeks it was on display. The display, which represented a miniature stage with automatic figures, was arranged by Mrs. W. H. Harrison, wife of the manager. Mr. Sprinkle, who controls stores in Winston-Salem, N. C., and Norfolk and Richmond, Va., is very optimistic over the outlook for business.

"Columbia Dealers of Baltimore" Organized

"The Columbia Dealers of Baltimore" is the name of a new organization which was perfected last month following the meeting of Columbia dealers at the Emerson Hotel earlier in the month as the guests of the Columbia Wholesalers, Inc. Officers were elected as follows: Leonard Trout, president; George Behm, vice-president; Arthur Stein, secretary, and Charles Seihler, treasurer. A constitution and by-laws committee was appointed and plans were perfected for holding regular meetings once a month, on the last Thursday. A resolution was passed complimenting the Columbia Co. on the advertising which it is doing in the daily papers and magazines in this section of the country and calling upon the Columbia dealers to co-operate. The members were entertained with banjo selections by Professor McCaulley, who will shortly start making records for the Columbia Co.

The Krauz-Smith Piano Co. has added a line of musical instruments to its phonograph department and is meeting with good results, according to Edward Keefer, manager.

A GAIN as the old year passes and the new begins, we extend the compliments of the season and express the sincere wish that the New Year will be a Happy and Prosperous one for you.

More than that, we are prepared to help you make it one. Our plans for 1924 are entirely progressive and we solicit the privilege of demonstrating them to you.

Cohen and Hughes, Inc.

Baltimore, Md. VICTOR DISTRIBUTORS Washington, D. C.



S A I N T L O U I S

Start of Christmas Business Indicates Banner Season—Artophone Corp. in New Home—Changes in Edison Territory—Month's News

ST. LOUIS, Mo., December 8.—Talking machine merchants all along the line report that business for the past month was substantially ahead of that for the same period a year ago and say that December started off with every indication of making an even better showing as compared to December of last year. Consoles are clearly in the lead, with the demand best for medium-priced machines, but good sales of upright models are also being made. Orders for Christmas delivery indicate a banner holiday trade. Records are going well. The outstanding releases are snapped up with avidity and there is a steady movement of staple records.

Now Occupying Attractive Quarters

The Artophone Corp. and the Lehman Piano Co. got off to a running start in the latter part of November in their rebuilt stores at Eleventh and Olive streets, following the fire last Summer, and are going strong on Christmas business. The Artophone Corp. has a larger and finer display and has struck the Olive street pace, which was somewhat interrupted while the firm was temporarily on Pine street. The lines handled include Strand and Artophone machines and Okeh records. The Lehman Co. is handling Brunswicks and Sonoras. For the present it has no separate talking machine organization, the regular floor force taking care of both machines and pianos. Harry Hunter is the sales manager and assisting him are J. E. Reger, Herman Weil, W. R. Alberts and R. Q. Jokerst. The booths are grouped in the rear on main floor and mezzanine.

Talking machine dealers have subscribed liberally to the endowment fund for the St. Louis Symphony Orchestra. The Brunswick Co. subscribed \$250 a year for three years.

Activities of Silverstone Music Co.

The Silverstone Music Co., Edison distributor, feels happy over November business, seeing that the record for a year ago was passed the first twenty days of the month. Business toward the end of the month was stimulated by an offer of special terms on Thanksgiving orders. It was stimulated further in the early part of December by Retail Manager Gold opening a Christmas reservation campaign. The offer was to make reservations on a nominal payment, the balance of the "down" payment to be made on delivery for each instrument, with the \$175 console leading in the number of sales.

The Silverstone Co. has found it necessary to give assistance to O. A. Reynolds and G. Manne, who have been covering Missouri. Oliver Scott, formerly outside city salesman, has taken over part of the territory and is out

placing dealers. One of the acquisitions is the Hamilton Specialty & Novelty Co., Desoto, Mo. John Fahland, a new man, has taken Scott's place in the city trade. Mr. Manne, on a Southern trip, reports crop conditions unfavorable in Tennessee, but excellent in southern Missouri and Arkansas.

President Tedstrom, of the Tedstrom Furniture Co., Pine Bluff, Ark., who recently became an Edison dealer, was in St. Louis in the latter part of November.

Frank Sigman, Edison dealer, Flat River, Mo., was a recent visitor to this city.

Stages Special Sales Drive

Manager H. J. Arbuckle, of the Widener Corp., celebrated the firm's seventh anniversary by staging a special sales drive. His November business was wonderful, he says, and it is certain that his business will be the best that he has had in the five years that he has been in charge here.

St. Louis Symphony Orchestra Records

Records were made recently in St. Louis by the St. Louis Symphony Orchestra for the Victor Co. A complete recording laboratory was set up in St. Louis, in charge of E. T. King and Ray Sooley, two of the supervisors of the recording in the great recording laboratories at Camden, N. J. St. Louis music lovers are looking forward to the release date of these records.

Geo. L. Fuhri With Artophone Corp.

One of the new comers in the phonograph field in this city is George L. Fuhri, son of William C. Fuhri, general sales manager of the General Phonograph Corp., New York, manufacturer of Okeh and Odeon records. Mr. Fuhri Jr., has joined the sales staff of the Artophone Corp., Okeh jobber, and although he has only been "on the job" for a few weeks he is showing a marked sales ability that is a tribute to the experience and success of his popular father.

Victor Upright for Bombay

Manager J. L. Stevener, of the phonograph department of the Aeolian Co. of Missouri, had the satisfaction the other day of selling a Victor upright, Style 11, for shipment to C. H. Readymoney at Bombay, Ind., and collecting the ready money for it. The sale was made through a local jobber. That was not all the ready money that came in during November. There were especially good sales of \$250 Vocalion consoles and uprights.

Husselton Broadcasts Program

T. L. Husselton, Victor factory representative, who is spending a few weeks among Victor dealers in St. Louis, broadcasted a program from the KSD radio station, St. Louis Post-

The Manufacturers of the *Finest* Phonographs and Sound Boxes use and endorse our AAA quality

India Ruby Mica DIAPHRAGMS

All sizes for immediate delivery

WILLIAM BRAND & CO.

27 East 22nd Street New York City
Telephone, Ashland 7868

Dispatch, on December 3. Miss Blanche Rosebrough, of the Victor educational department of Scruggs-Vandervoort-Barney, played his accompaniments. Mr. Husselton has been the source of much pleasure at several of the Victor meetings in St. Louis with his rich baritone voice, which has a Werrenrathlike quality. He has been singing in churches also during his St. Louis stay.

Brief but Interesting News Items

The E. E. Baker Music Co., this city, recently disposed of four period Victrolas, a Queen Anne, Sheraton, William and Mary and a Chipendale, all within the space of one week.

Manager Horning, of the Stix, Baer & Fuller music department, gave a radio show recently, at which visitors' messages were transmitted to various parts of the country. Several manufacturers had booths showing their wares.

Allen McQuhae, Brunswick artist, appeared with the Apollo Club in concert at the Odeon and was enthusiastically received.

The Concordia Publishing House, Ludwig's Music House and George Kilgen & Son, pipe organ manufacturers, are among the 194 firms in business in St. Louis for fifty years or more that are to be guests of honor at a banquet to be given in the near future by the Chamber of Commerce.

V. Salzman, of the Vocalion Chicago office, was a recent visitor here.

St. Louis Victor stores are displaying photographs of Sissle and Blake furnished by the theatre in connection with their appearance in "Shuffle Along," and an augmented sale of their Victor records is resulting.

The E. E. Baker Music House, now exclusive Victor dealer, is using the musical census idea to get prospects, gain good-will and sell goods. Mrs. E. Young is doing the work and reports finding many people who appreciate having records brought to the home to sell.

The Gausmann-Parker Housefurnishing Co., North St. Louis, has bought the Victor stock of the Baden Music Co.

Roy C. Cunningham, formerly with the R. G. Dunn Co., Brownsville, Pa., was recently made manager of the Hardwick Music Store in the Moss Arcade, that city. Mr. Cunningham is a merchandiser of wide experience.

"TIE UP WITH A WINNER!"

The NEW EDISON Phonograph

Is Acknowledged "THE DADDY OF THEM ALL"

THE LIVE DEALER

Can take advantage of this public confidence by tying up with an agency for the New Edison Phonograph.

"YOUR MIND IS AT REST WHEN YOU SELL THE BEST"



1114
Olive
Street

Write for the LIBERAL Edison Agency Proposition for Your Town

Southwestern

EDISON DISTRIBUTOR

St. Louis, Mo.



THE NEW 1924 Wolverine PHONOGRAPH

The Standard of Comparison

Means:

**GUARANTEED CONSTRUCTION
SATISFACTION to the CUSTOMER
QUICKER TURNOVER
LARGER PROFITS**

The wide-awake phonograph dealer of to-day realizes that he must give to his customers the utmost in value at the lowest price consistent with real value.

He also feels the need of a more rapid turnover, greater profits and more complete satisfaction to the purchaser.

The complete answer is found in the NEW 1924 MODELS of the WOLVERINE LINE. Very truly has this remarkable line been called "The Standard of Comparison."

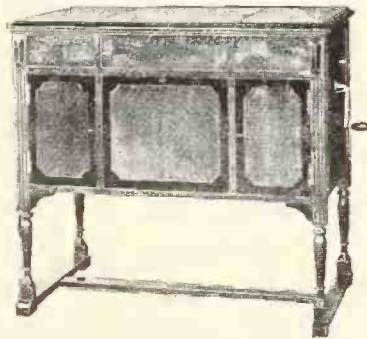
Many of the largest stores in the country are selling the WOLVERINE LINE, and inquiries for territory are arriving daily. The discounts are liberal, the quality is of the highest, and the retail prices much lower than you would ever expect after an inspection of one of these cabinets.

True VALUE is built into every WOLVERINE and a franchise for your territory is a valuable asset.

NOW IS THE TIME TO INVESTIGATE. WE MAKE NO STATEMENTS THAT WE CANNOT PROVE. All that we ask is the opportunity.



Model 400
Queen Anne Console
Height 35 inches
Length 36 inches
Depth 21 inches
\$125



Model 800
Tudor Period Console
Height 35 inches
Length 38 inches
Depth 22 inches
\$175



Model 900
Stuart Console
Height 35 inches
Length 36 inches
Depth 21 inches
\$150

The Wolverine Line Is

A COMPLETE LINE FROM THE \$35 PORTABLE TO THE \$215 CONSOLE

Everything the Dealer Needs, and All of the Same High Quality

LIND AND MARKS CO.

CONGRESS AND BATES STS.

DETROIT, MICH.

Cleveland Office: Erie Building, 9th and Prospect

DISTRIBUTORS AEOLIAN-VOCALIONS and VOCALION RED RECORDS



**The NEW
Columbia
is superior**

*Hearing
is believing*

The tone is true. Regardless of the instrument reproduced or the register of voice recorded, you'll immediately recognize the distinctive tone of the violin, cello, soprano, contralto, tenor or baritone. *The New Columbia Reproducer* is responsible for this fidelity of reproduction.

**COLUMBIA PHONOGRAPH COMPANY
New York**

IN DES MOINES

Christmas Gift Buying Starts With a Rush—Dealers Well Stocked to Meet the Demand—Tone-Tests Prove Popular in Iowa—The News

DES MOINES, IA., December 7.—With the holiday season approaching, most dealers in this section of the country have completed their stocks of instruments. While business in general has been rather quiet throughout November holiday buying has started with a rush.

The seasonal demand for instruments on the part of the dealers has been as good as usual. Jobbers explain that dealers have stocked fully as heavily as in past years. Demand seems to have concentrated on the smaller and lower-priced machines.

The tone-test concerts recently completed by a group of Edison artists have been very popular in the Iowa towns where they were held. According to Harger & Blish, Edison jobbers, the tests were the most successful in every way of any ever arranged by them.

In J. B. O. (Just Between Ourselves), a monthly house organ put out by Mickel Bros. and edited by H. B. Sixsmith, a regular monthly feature is being maintained. The feature, a "Who's Who" column, each month takes up some prominent Victor dealer of the State. The December issue of the publication gives something of the history of Fred J. Schamp, manager of the talking machine department for Davidson Bros., Sioux City, Ia.

The Baas Music Shop, Rock Island, Ill., recently arranged a publicity stunt that attracted considerable attention. Don Bestor and His Benson Orchestra were on the bill at the Fort Armstrong Theatre and Mr. Baas induced Mr. Bestor to give a concert in the music shop during his engagement in Rock Island. For one hour Mr. Bestor played to a crowd that packed

the store. Mr. Baas expresses himself as very much pleased over the results of the concert.

The Cummings Music Co., Sheridan, Ia., has just moved into a fine new store located in the Lotus Theatre block of that city.

The Gaston Music Co., Kearney, Neb., recently ventured into the foreign record business. The first order was for fifty German records. Making a record sale in more ways than one, the store sold the entire fifty records to one German customer.

ARTISTIC CHRISTMAS "SONORA BELL"

Sonora Dealers Pleased With Current Issue of House Organ—Many Articles of Practical Value and Importance to Retailers

The Christmas number of the "Sonora Bell," the house organ published monthly by the Sonora Phonograph Co. for its dealers, is noteworthy for the many practical and constructive articles that are featured, together with the attractive appearance as a whole. A special cover is used for this edition, presenting the holiday colors of green and red, and the company's advertising department has been congratulated upon the appearance of the publication.

The first article in the Christmas issue is entitled "Your Month of Largest Sales Is Here," and under this heading there is presented a brief summary of the many practical sales helps that the Sonora Co. has prepared for the use of its dealers during the holiday season. The article entitled "Looking Below the Surface Helps You Sell" is illustrated with a group

W. O. Welker, traveler for Mickel Bros. in Northeastern territory, who underwent an operation for appendicitis during the latter part of November, is well on the road to recovery and expects to be back on the road shortly after the first of the year.

Belle Hendrix Smith, who for the past three years has had charge of the educational department for Mickel Bros. Co., has taken charge of the Victrola department for Chase & West at Des Moines.

The Elder Piano Co., at Hebron, Neb., Victor dealer, has recently remodeled its store. A new store front was installed and separate departments constructed for each of the departments.

The Tout Drug Co., York, Neb., is arranging for a Music Memory Contest to be held in the near future.

picture showing the Barker Bros. establishment in Los Angeles, one of the most successful Sonora dealers in the country. Robert O. Waldo, of Foster & Waldo, Minneapolis, a prominent concern that for many years has been a foremost figure in retail circles, contributes an interesting article entitled "The One and Only Way to Success." Other timely articles in this Christmas edition of the "Bell" are "Local Music Events Are Sales Assets," "Stories of Sonora Selling Successes," "Manufacture of the Sonora Packing Case," "Modern Merchandising Methods," and "Little Histories of Furniture Periods."

HUB CO. ADDS COLUMBIA

PORTLAND, ME., December 6.—The Hub Furniture Co. has recently taken on the complete new line of Columbia instruments, together with a representative stock of the New Process Columbia records. Extensive alterations are being made in the store, and the department intends now to actively go out for business.



COMPARISON WITH THE LIVING ARTIST
REVEALS NO DIFFERENCE

HARGER & BLISH DES MOINES

REGAL 50¢ RECORDS

*Predominate
the field*

The unusual selling power of the REGAL 50c. RECORD is of important significance to you.

Daily thousands of people are buying the REGAL 50c. RECORD because it gives them the quality they want at a saving of 25c. on each record they buy.

This unusual value creates a demand for REGAL which offers you a genuine opportunity to boost your sales quickly--permanently.

Now--while this matter is before you--write us for a sample record and the details of the REGAL proposition.

**REGAL picks
the hits FIRST!**

DANCE RECORDS

Mama Loves Papa, Papa
Loves Mama.
Not Here, Not There.
When It's Night Time In
Italy.
Take, Oh, Take Those
Lips Away.
Lovey Come Back.
House of David Blues.
Little Butterfly.
Old Fashioned Love.
You Didn't Want Me
When I Wanted You.
Oh, Sister, Ain't That
Hot?

VOCAL RECORDS

Roses of Picardy.
You Didn't Care When
You Broke My Heart.
Sittin' In A Corner.
I Am Sitting Pretty In A
Pretty Little City.
Stay Home, Little Girl,
Stay Home.
Mammy's Little Silver
Lining.
Sweet Henry.



REGAL RECORD CO.

20 West 20th. St. New York, N.Y.

Write for a Regal Sample

Utah Brunswick Dealers Hear Inspiring Talks

First Annual Meeting and Banquet Arranged by the Salt Lake City Brunswick Branch Held in That City—Constructive Addresses and Excellent Musical Program Feature Event

SALT LAKE CITY, UTAH, December 4.—Inspiring addresses marked the first annual meeting and banquet of the Brunswick dealers in this territory at the Hotel Utah last week. The meeting was presided over by G. C. Spratt, the popular manager of the Brunswick branch which serves the trade here, and dealers from all parts of the State and members of their business organizations were present. Another feature of the gathering was an excellent musical program, including vocal and instrumental selections by the Fisher Trio, Miss Ashton, of the Ogden store of the Glen Bros.-Roberts Piano Co., and Miss Mildred Anderson, of the local Brunswick office. A display of the latest Brunswick instruments in the banquet room attracted considerable attention on the part of the dealers.

The opening address was made by Manager

Spratt, who welcomed the dealers and their sales people and outlined, briefly, the history of the development of the Brunswick Co., also mentioning the fact that plans are under way for the opening of a new record factory on the Pacific Coast which will ultimately serve this territory. Mr. Spratt urged unremitting efforts on the part of dealers to increase their business volume, stressing the various talking points of the Brunswick machines. He emphasized the necessity of care in the preparation of advertising so that the money spent in this direction would bring an adequate return in business. The importance

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilsley's Lubricant makes the Motor make good. Is prepared in the proper consistency, will not run out, dry up or become sticky or rancid. Remains in its original form indefinitely.

Put up in 1, 5, 10, 25 and 50-pound cans for dealers. This lubricant is also put up in 4-ounce cans to retail at 25 cents each under the trade name of

EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers

ILSLEY-DOUBLEDAY & CO., 229-231 Front St., New York

their respective communities some thoughts which not only give them a new slant on the business and the line they handle, but practical sales pointers as well.

Among those present were: G. C. Spratt, R. F. Perry, Mildred Anderson, Brunswick Co., Salt Lake City; P. S. Heilbut, L. L. Graham, Bates Stores Co., Provo; G. H. Heindselman, Joseph



Brunswick Dealers at First Meeting and Banquet in Salt Lake City

of the trade press was also emphasized by Mr. Spratt, who declared that no dealer who desires to keep abreast of the times in his business and who is on the look-out for new ideas can afford to overlook the talking machine trade papers.

P. S. Heilbut, treasurer and phonograph department manager of the Bates Stores Co., of Provo, Utah, the next speaker, spoke in an inspirational manner on the merits of the Brunswick and the company behind the product.

H. H. Perry, traveling representative of the Brunswick Co., with headquarters in this city, in an all too brief talk, gave the dealers present some constructive hints on selling. He discussed at some length, however, the reasons actuating the Brunswick Co. in inaugurating the daily release of records, and gave detailed instructions regarding the ordering of records. Another matter discussed by Mr. Perry was the necessity of care on the part of dealers in the use of the advertising material supplied by the company, in order to eliminate waste as much as possible. He concluded his talk by pointing out that many of the leading artists are included in the Brunswick Hall of Fame and that dealers should exert every effort to get behind these records.

The last speaker was Louis W. Larsen, of Stevens & Wallis, Inc., instructor of advertising at the University of Utah, who confined his talk to advertising, pointing out to the assemblage that as music merchandisers they had one of the best advertising talking points, namely, the pleasure appeal. He urged the dealers to avoid generalities in their newspaper ads and be specific in their copy. Mr. Larsen declared that the dealers could best profit by tying up in some manner with the national campaign carried on by the Brunswick Co. and making use of the publicity material which the company is constantly sending to its dealers.

The meeting was a success from every standpoint and the dealers carried away with them to

Erdelen, C. J. Anderson, Lindley Heindselman Music Co., Provo; Todd Taylor, Ted Lewis, Oscar Olsen, Mrs. Salt, Miss Lillie Bruderer, Miss White, Daynes-Beebe Music Co., Salt Lake City; J. C. McClain, Mrs. E. Olin, Miss Helen Postle, Utah Music Co., Salt Lake City; Fred L. W. Bennett, of Talking Machine World; Miss Swayze, Z. C. M. I., Salt Lake City; Tom Holland, Glen Bros.-Roberts Piano Co., Ogden; Miss Monsen, Miss White, Miss Ashton, Glen Bros.-Roberts Piano Co., Ogden; M. L. Jones, Ezra B. Jones, Miss Nelson, Miss Petersen, Jones Phonograph Store, Ogden; M. W. Lundstrom, Lundstrom Furniture Co., Logan; Ira Holbrook, Frank Smedley, Union Furniture Co., Bountiful; M. V. Perry, Keith-O'Brien Co., Salt Lake City; Harry Grass, Mr. Richards, Magna Furniture Co., Magna; Mr. Harding, Midvale Furniture Co., Midvale; T. W. Brown, Salt Lake City; Lewis W. Larsen, Stevens-Wallis Co., Salt Lake City.

PROMISE SURPRISE IN ALBUM FIELD

Max Willinger, president of the New York Album & Card Co., New York City, promises a surprise in the album field after the first of the year. Although decidedly reticent regarding the details of the new album to be presented, he stated that it would represent something entirely original in album production and would contain a number of novel features. Mr. Willinger made one of his flying visits to the Chicago factory of the concern during the latter part of last month and reported that this plant was working to capacity as well as the New York factory, to take care of the heavy orders received.

The A. W. Hunt Co., of Butte, Mont., Victor dealer, has been paying considerable attention to window displays and as a result the store has been a center of attention.



standex
"Stands for Display"
REG. U.S. PAT. OFF.

**For Your Holiday and
Christmas Window
and Store Displays**

as well as for all year 'round use

A New Metal Display Stand for
Universal Use in Music Shops.

**ECONOMICAL
ATTRACTIVE
SUBSTANTIAL**

May be used for displaying 10 in. and
12 in. Records, Monthly Window
Service, Sheet Music, Phonograph
Displays, etc.

6 FOR \$2⁷⁵

Made in one size and finish for
all purposes

Manufactured by

MUSICAL PRODUCTS DISTRIBUTING CO., INC.
37 East 18th Street New York
Attractive Offer to Distributors

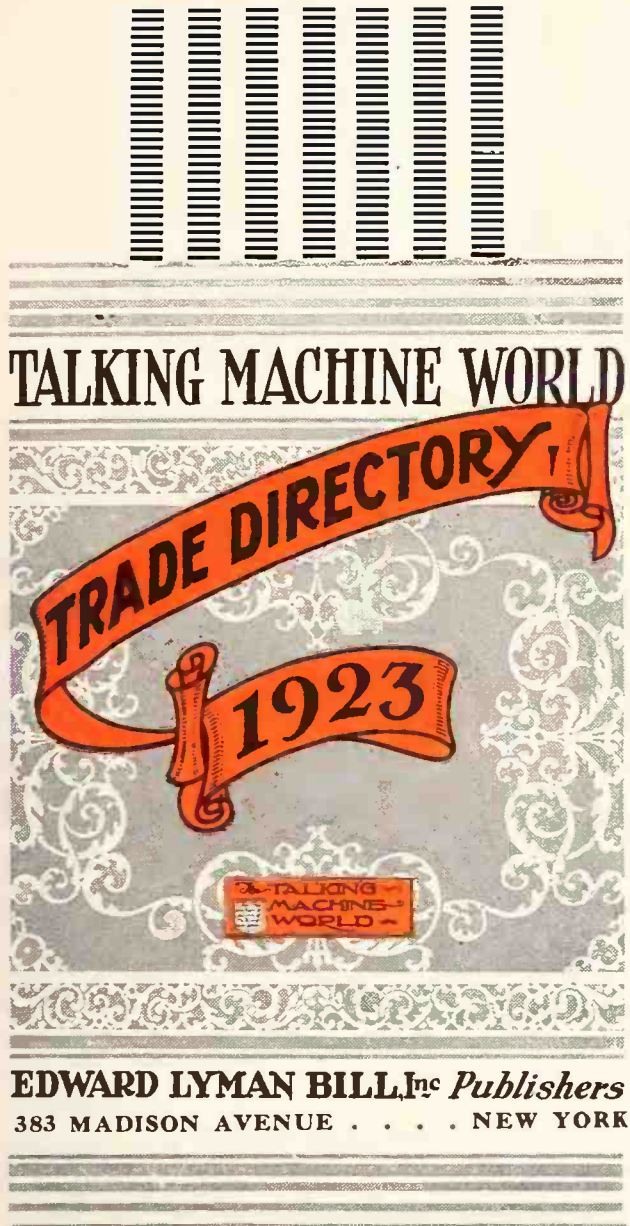
QUALITY IS NOT AN ACCIDENT

The superior quality of our COTTON FLOCKS for record manufacture is the result of continual study of the manufacturer's requirements—diligent adherence to the use of raw materials which will produce the best flocks and scrupulous attention to every detail of their manufacture. Numerous record manufacturers are profiting by the cleanliness and uniformity of our product through reduction in spoilage of records.

ARE YOU ONE OF THESE MANUFACTURERS?

CLAREMONT WASTE MFG. CO.

Claremont, N. H.



Important NOTICE

The 1922 and 1923 Editions of the *Talking Machine World Trade Directory* demonstrated beyond a doubt the great need and demand for a complete, accurate, classified directory of the American talking machine industry.

These two issues also proved that the *Talking Machine World Trade Directory* successfully fulfils the purpose for which it is issued.

We are now diligently at work compiling, editing and classifying the 1924 edition of the *Talking Machine World Trade Directory*.

Every concern that is in any way connected with the manufacturing or wholesale divisions of the talking machine industry should be properly listed therein. *Such listing is absolutely free.* However, it is a listing worth thousands of dollars to any concern seeking an outlet for its products in the talking machine field, because the *Talking Machine World Trade Directory* has established itself as the handbook of the trade and the standard reference guide of the great industry it covers.

AN IDEAL ADVERTISING MEDIUM FOR YOUR USE—RATES FOR ADVERTISING SECTION IN 1924 EDITION WILL BE SENT ON REQUEST.

**USE THIS
COUPON NOW**



EDWARD LYMAN BILL, INC.,
383 MADISON AVE., New York City.

Gentlemen:

Please send me DATA SHEETS for the 1924 Talking Machine World Trade Directory.

Name

Firm

Street

City and State.....

Before You Go

You'll never let go of this FOX-TROT song

"You can't go wrong
with any FEIST song"



TWO NEW VICTOR CO. OFFICIALS

E. R. F. Johnson, Son of President of Company, Is Elected a Vice-president—Geo. W. Smith, Jr., Appointed General Superintendent

CAMDEN, N. J., December 5.—Two important changes in the official personnel of the Victor



E. R. F. Johnson

Talking Machine Co. have been announced at the general offices of the company here.

The first concerns the entrance of E. R. F. Johnson, son of Eldridge R. Johnson, founder and president of the Victor Co., into the official Victor family through his election as vice-president of the company, and the second announcement is to the effect that George W. Smith, Jr., has been appointed general superintendent of the manufacturing department.

Mr. Johnson takes up his new duties with a broad knowledge of the Victor Co. business and policies gained through a study of the company's business in all its various departments.

Mr. Smith joined the Victor Co. at the close of the war. He was stationed at the Victor Co.'s factory as an engineering and inspection officer for the United States Navy in connection with aircraft production and prior to the war was engaged in automobile engineering.

OKEH TRAVELER RETURNS FROM TRIP

M. C. Giles, traveling representative of the General Phonograph Corp., New York, returned recently from an extensive trip, which included a visit to Okeh jobbers throughout the country. Mr. Giles, who will remain in New York for a few weeks, states that, without a single exception, Okeh jobbers are closing a banner year. The newest releases are meeting with favor everywhere, and Mr. Giles remarked that the trade is particularly pleased with the co-operation from the executive offices in New York.

FIBRE NEEDLE CUTTER POPULAR

Ready File Co. Makes Interesting Survey of Record Field—Demand for High-grade Records Stimulates Needle Cutter Sales

INDIANAPOLIS, IND., December 5.—The Ready File Co., of this city, is making plans for an active year, basing its preparations on the fact that the sales totals for the past few months have been far ahead of expectations, showing a substantial increase over last year. This company is well known in the talking machine field, having for several years manufactured a number of successful accessories, including the Wade fibre needle cutter, which is being featured by dealers from coast to coast. A complete line of record albums has also been meeting with popular favor, and a non-friction lubricant, which was introduced after extensive tests, is being used generally.

In a recent chat with *The World*, L. A. Beem, treasurer of the company, stated as follows: "We are enjoying a splendid business with very favorable prospects for the coming year. This is especially true of the Wade fibre needle cutter. A recent survey which we made indicates that there is a noticeable trend toward the purchase of higher grade records, with a correspondingly substantial increase in the sale of fibre needles and fibre needle cutters throughout the country."

FORMAL OPENING IN WARREN, O.

Stewart Music House Invites Public to Inspect Enlarged Quarters in That City

WARREN, O., December 6.—Formal opening of Stewart's Music House, formerly De Forest's, held recently, attracted several hundred people to the new store, located at 111-113 North Park avenue. In the showrooms was presented a very attractive display of pianos, players and grands, in addition to two standard makes of talking machines.

This concern will feature the complete Bush & Lane line of pianos and other lines also will be carried. Victor and Edison talking machine lines are handled, together with the records for both makes of machines. Ten record booths have been installed.

The store also has a complete line of radio sets, built by the Radio Corp. of America, and during the opening a special demonstration was given by a factory representative.

Favors were given the ladies who visited the store the opening night and a twelve-piece mandolin club from Youngstown furnished music throughout the evening.

The scheduled appearance of Arthur Middleton, Edison artist, in Duluth, Minn., is creating considerable interest in his records among music lovers in that city.

Jazz Up the
New Year with
Jazz Phonograph
Needles!

WALL-KANE NEEDLE MFG. CO., Inc.

3922 14th Avenue Brooklyn, N. Y.

CONSOLIDATED TALKING MACHINE CO., 227 West Washington St., Chicago, Ill.

WESTERN FACTORY REPRESENTATIVE

Greetings



YOUR final result will depend on the effort you expend in guiding your customers to buy the Victor Instruments in your stock. It has definitely been established there will be a shortage in certain types.

Increase your sales total by pushing the sale of Single Face Red Seal Records. Wide awake dealers are promoting the sale of these realizing the difficulty in securing a complete supply of double face.

We take this opportunity of wishing
The Season's Greetings
 to the entire Phonograph
 Industry.

THE LOUIS BUEHN COMPANY

of PHILADELPHIA

Victor Wholesalers

The Trade in PHILADELPHIA and LOCALITY

SATISFACTORY BUSINESS ENJOYED BY ENTIRE TRADE AS CHRISTMAS BUYING GETS UNDER WAY

General Prosperity Reflected in Retail Activity—Wholesalers Find Difficulty in Meeting the Demands of Retailers—Beauty of Design Aids Machine Sales—News of the Month

PHILADELPHIA, PA., December 9.—Holiday results to the wholesalers in the talking machine business have been entirely satisfactory, and holiday prospects to the retailers are most encouraging as things in the industry stood in the beginning of the last month of the year and at the opening of the real rush for the Christmas trade. There exists among the latter little doubt that the extent of the business which they will be able to do will be determined very largely by their ability to secure enough stock of the raging popular favorites in records to supply the market. The only trace of complaint discernible in the comments of the wholesalers on conditions was their inability to secure large enough supplies of machines promptly to meet the requisitions which had been showered upon them. Demands from the retailers throughout the entire Pennsylvania anthracite coal region have been and are particularly heavy. There is widespread prosperity in this section consequent on the full-time operations of the mines and with a high wage scale, and the miners are spending their money freely, contributing materially to the general business prosperity here.

Attractive Designs Help Sales

Comment among the retailers is that too much emphasis cannot be laid on the attractiveness in design and richness in material and workmanship of talking machines for the city trade because this year, more than ever before, the talking machines are being regarded by buyers as a means of adding to the attractiveness of home furnishings. Time was not so long back when talking machines merely were talking machines; now they are looked upon as affording opportunities for rich appointment of the home just as are pianos. The plain style of talking machines is not in very active demand, but all the ornate designs are selling well in the city section. In the rural district there is, naturally, not so much importance placed on the style of the machine and there is also a less

insistent body of buyers for the latest in records. The old favorites are still leaders in the country districts.

Clever Record Publicity Issued by Penn Co.

The most recent origination in the Penn Phonograph Co.'s service to its dealers is a new poster for either window or wareroom and which features the tremendous value to be found in the new twelve-inch Victor Red Seal record combining the "Lucia Sextette" and "Rigoletto Quartette." The poster is attractively printed on calendered tinted stock and a large half-tone engraving of a scene, entitled "The Conflicting Emotions of the Sextette," is shown at the top. The poster points out that at one time the combined price of these two selections was \$13 and that, through the double-tacing of the Red Seal records, the price for these selections is now \$3.50. The suggestion is made "Now Is the Time to Build Your Record Library." These posters are very attractively prepared and are rapidly being placed in prominent locations by Victor retailers who realize the value of this publicity.

Discontinue Emerson Branch

There is no longer maintained in Philadelphia a sales representation for the Emerson Phonograph Co., Harry Fox, who conducted the sales offices here at 420 Market street, having given up the local distribution. In the future all shipments of Emerson machines and records will be made direct from the factory, since, owing to the reduction of the price of records to 50 cents, the extra expenditure for the maintenance of distribution branches had been cut down in order to maintain the lower price of the records. Mr. Fox, who also conducted a shop at 723 North Twenty-sixth street, is contemplating engaging in another business with phonographs and records as his specialties and will possibly settle in New York.

Many New Gennett Record Accounts

An attractive holiday offering in Gennett records is being made by the Witlin Musical In-

strument Co., including the introduction of prominent men and women in the theatrical, moving picture, professional, literary, art and civic life of the nation on records made by the Starr Recording Laboratories. Among them is the set of Christmas greeting records described elsewhere in this issue of *The World*. The Witlin Co. has opened a large number of new accounts in eastern Pennsylvania, particularly, and others all over the territory, taking in as far West as Harrisburg and as far South as Washington. Contracts have been closed with department stores in each of these cities, among them being the Snellenburg Co., of Philadelphia; Kline, Eppiheimer & Co., of Reading; Pomeroy, Inc., of Harrisburg, Pa.; Stewarts, Baltimore, Md., and the Palais Royal, of Washington, D. C. In the early days of December Ben Witlin, head of the firm, visited the coal regions to make arrangements with department stores in the larger towns of that section for the installation of Gennett records as a permanent feature of phonograph departments.

Changes in Brunswick Personnel

Several changes in the personnel of the Brunswick Co., 1025 Arch street, took place in the closing days of November. J. P. Collahan, former assistant to Manager O. F. Jester, has been assigned to cover the coal regions, taking over the territory formerly covered by R. O. Danforth, who has resigned from the company in order to enter the retail business in Boston. Joseph Graham has been promoted to the duties formerly assigned to Mr. Collahan. He was formerly a Brunswick dealer, having been engaged in business for himself in Philadelphia over a year and a half, and his experience as retail salesman provides him with knowledge which will be useful in his sales promotion duties among the dealers. Derbyshire Bros., 2418 North Front street, are conducting an extensive campaign on Brunswick machines through the employment of a large force of outside salesmen. In conjunction with this direct sales touch there is also conducted a mail-order campaign wherein 2,500 special Brunswick folders were mailed to customers. A. S. Irwin, who for a quarter of a century has been engaged in the phonograph business and who until

(Continued on page 86)

AS we close the biggest year in our history we look backward with appreciation to the whole-hearted co-operation of our many dealers which made this possible.

We enter the New Year better equipped for service than ever before and in turn pledge our utmost towards increasing Victor business for 1924.

The Talking Machine Company

Victor Wholesale Exclusively

1025 Arch Street

Philadelphia, Pa.

"LET PHIL FILL 'EM"

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 85)

recently was with the O'Hallahan Music Shop, Sixtieth and Market streets, has joined the Derbyshire Bros.' Brunswick department. Manager Jester returned the first of December from a trip through Scranton and Wilkes-Barre, where he found business in the coal regions much brighter.

General Radio Corp. Rushed

A rushing business of nation-wide extent was enjoyed in the pre-holidays by the General Radio Corp., of which Walter L. Eckhardt is the head, for radio equipment and for the Okeh records and Strand machines. So great was the demand that the company was not able to put on the market its new combination talking machine and radio, postponement of which was made until after the first of the year. The company has just taken over the distribution of "Junior Operetta Records," made by the Vulcan Record Co., of New York, the first of the series being "Little Red Riding Hood" complete in three records and sold in an attractive album form adapted for a gift to children of six and seven years. The company introduced the distribution of the records in retail to the Gimbel Bros. and Snellenburg department stores and the Theodore Presser Co., which placed them on the market the first of December. The salesmen, under the direction of Manager H. A. Pope, of the record department, will introduce them to the distributors on the road.

Edison Boom Follows Tone-tests

Edison phonographs enjoyed an excellent early holiday business in the coal regions, with brighter prospects, from the dealers' point of view, for later in the month—such was the word brought back from up-State by Manager Arthur W. Rhinow, of the Girard Phonograph Co. So great was the business enjoyed that a night and day force was kept busy getting out the early December shipments in preparation for the last-minute rush, although there was

much difficulty in meeting the demands for the popular models on account of a shortage of these types. Much of the success was due to the fact that a series of tone-test recitals were held in various Pennsylvania, New Jersey and Delaware cities and towns in a four weeks' demonstration program. Ten of these concerts were held in November by dealers who hired halls or theatres for the demonstrations, with audiences in many cases numbering over 2,000. In Gettysburg, where 1,100 seating arrangement was to be had in a theatre, a similar number of persons were kept in line waiting and two recitals were required to accommodate the crowds.

To Market Radio and "Talker" Cabinet

The Haag & Bissex Co. is now making its patented record filing cabinets in various finishes to correspond to the styles of talking machines now being marketed. Among the finishes to be had in the Haag files are dark and light mahogany, Old English, walnut and other high-grade woods. There are now being developed plans of the firm for the possible marketing of a combined radio and talking machine cabinet which will supplement the manufacture of the record filing devices. Alfred H. Haag, head of the company, is arranging the consolidation of the Baltimore sales office with the Philadelphia manufacturing headquarters in order to facilitate production.

Big Demand for Columbia Sample Record

So great has been the demand for the new Columbia sample demonstration record retailing at 25 cents that the Philadelphia branch of the Columbia Phonograph Co. has had difficulty in getting enough stock to meet the dealers' requirements and is now swamped with orders for future deliveries.

Effective Yuletide Decorations

In a Christmas setting of colorful and artistic effect the stock of Starr & Moss, in the store at 3639 Germantown avenue, is attract-

ing a large holiday buying public to its doors. The entire interior is decorated in red and green, set off by a background of snow. The window display corresponds to the inside decorative scheme, all of which was arranged by Harry Somers, of the firm, and manager of the store. It is a very artistic arrangement.

Sonora Makes Clean Sweep

A clean sweep was made of the popular models of the Sonora Co. of Philadelphia, under the management of E. S. White, who as early as the middle of November had practically disposed of all available stock in the local branch. There is now being shown in the Arch street branch the two-tone Argyle model, which is ready for distribution to dealers in the Philadelphia district and which has already shown its popularity by advance holiday orders that will take up all production for December. It is an artistic combination of two-toned wood finish in console type retailing at \$275. Manager White just returned from a successful trip through the coal regions and other parts of the eastern Pennsylvania territory.

Solotone in New Quarters

Removal of the Philadelphia headquarters of the Solotone Mfg. Co., from 36 South Eighteenth street to 4042 Chestnut street, took place during the month, when President Frederick H. Alleman, of the company, arranged an attractive display room and sales office with warehouse at the new address. In conjunction with the new headquarters there is maintained just around the corner at 4113 Ludlow street a large repair department.

Bellak Co. Hires Window Expert

A new scheme is being tried out in window display as a test of its advertising advantages by the Bellak Co., 1129 Chestnut street, where Manager Louis Stauss has made arrangements with a professional window trimming firm to install a series of effective and elaborate dressings for the Victrola and Sonora phonographs

THE Penn-Victor dog extends Christmas Greetings to all Victor dealers.

As ever, he awaits your call to service in promoting Victor business and hopes to number you among his more than one thousand Victor dealer friends.

More than 250,000 sold during 1923

Penn Phonograph Co., Inc.

Victor Wholesale Only

913 Arch Street

Philadelphia, Pa.





\$135
LIST
PRICE

IT PAYS TO SELL THE NEW EDISON

GIRARD PHONOGRAPH CO.

A FEW
DEALERSHIPS OPEN
WRITE US

Edison Distributors Exclusively
1819-1859 NORTH 10th STREET
PHILADELPHIA, PA.

PLAYS ALL RECORDS

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 86)

during the Yuletide and for several months to come. Heretofore the firm relied upon its own forces for trimming talent, but is giving the professional finish a test, with a view of securing by practical methods the pulling powers of window dressing as an advertising medium to back up newspaper publicity. Other innovations are being contemplated, among them the possibility of extension of the lines to be carried by the firm during the New Year. There has been added to the sales organization as assistant to Manager Stauss Mrs. Ethel Doby.

Penn Co. Winds Up Holiday Drive

Holiday trade at the Penn Phonograph Co., Victor distributor, exceeded all expectations of the firm and so profitable was the work of the sales force in the wind-up of the pre-holiday sales that it was found necessary to call the

men from the road on December 10, to remain at headquarters until after the first of the year. All the popular sellers were cleaned up before the November days had passed into history. There were listed in the stock in early December the new double-faced Red Seal Victor records, which were distributed to the trade in time to meet the holiday demands, under the competent direction of Record Sales Manager Harold Cregar.

Successful Cheney Year

G. Dunbar Shewell, Sr., president of the Cheney Sales Corp., spent Thanksgiving in Boston with his son, Lennington Shewell, who is a student at the Fessenden Preparatory School in that city. While in the Hub he visited the local sales offices under the management of S. A. Colahan. The Cheney Co. sold

out on all the medium-priced models for the holiday trade and the business in the Eastern States was particularly good, with New York State topping the list. The year's business was the best in the history of the firm, having witnessed the opening of many new agencies and the introduction of profitable selling models.

Enjoys Growing Export Trade

The Philadelphia Badge Co. advises that the sale of its products to the talking machine trade is most encouraging. Foreign shipments to England, Australia, New Zealand, Mexico, South America and Cuba are particularly active. The Velvaloid record cleaner, K-nob-O, needle box record cleaner, and Banco savings bank are very prominent in these shipments.

The company is placing on the market a rec-
(Continued on page 88)



Greetings

WITH deep appreciation of your kindly consideration in the past and the happy anticipation of your continued good will we wish you a Merry Christmas and a happy, successful New Year.

H. A. Weymann & Son, Inc.

VICTOR WHOLESALERS

1108 Chestnut St.

Philadelphia, Pa.

JOBBER'S

REPAIR PARTS

GRAPHITOLEO

ALBUMS

BRILLIANTONE

NEEDLES

SAPPHIRES



TRADE MARK

"All that the name implies"

We take this opportunity to express our sincere appreciation of the patronage of our many friends in the past and wish them

A Merry Christmas
and
A Happy New Year

GUARANTEE TALKING MACHINE SUPPLY CO.
109 N. TENTH STREET, PHILADELPHIA

JOBBER'S

MOTORS

TONE ARMS

SOUND BOXES

ADDATONES

3-IN-1 OIL

ATTACHMENTS

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 87)

ord cleaner deluxe that is claimed to be really beautiful. This cleaner is planned as a straight sales proposition and the general finish and attractiveness is such that it should make a strong appeal as a quality sales proposition.

Altogether this company is very optimistic over 1924 prospects and is looking forward to reaping the benefits of a splendid year.

Louis Buehn Co. Closing Busy Year

The Louis Buehn Co., Victor distributor, is closing a busy year in the distribution of Victor products. The officials of the company are exerting every effort during the present shortage to distribute available merchandise in the most fair manner among their dealers. It is expected that shipments will increase regularly and that 1924 will prove to be one of the biggest Victor years in this city and the surrounding territory.

Business Active With Guarantee T. M. Co.

Orders continue to arrive in good quantities at the headquarters of the Guarantee Talking Machine Supply Co. Both Messrs. Posner and Keen believe that this good business will carry over into the new year and are already making plans for business expansion.

Everybody's Talking Machine Co.'s Catalog

Although last year's catalog was considered one of the finest and most helpful listings of repair parts in the trade, the 1924 catalog of Everybody's Talking Machine Co. has sur-

passed in every manner the catalogs of past years. Attractively bound in heavy blue covers, the conventional design on the front cover features the "Honest Quaker," which is the trademark of the company and distinguishes the products of Everybody's Talking Machine Co. The skyline of Philadelphia is also shown.

The foreword states: "The strongest cable is made of little strands of wire" and interestingly describes how that large organization was built up on such small articles as talking machine parts, and the service in supplying these parts. The use of particularly fine half-tone work portrays the various parts throughout the catalog with a complete listing of order numbers and prices on the facing page. Each individual part is accurately portrayed as photographed by the camera. It would seem that nothing was omitted except the complete machine. In addition to the small parts, space is devoted to "Quaker Sapphire Points and Balls," "Heineman Motors," "Quaker Graphite," "Quaker Mica Diaphragm," Meisselbach, Penn and Ideal tone arms and sound boxes, "Quaker Ideal" attachments; "Truetone," "Umantone" and "Wall Kane" needles; "Quaker Diamond Points" and the "Honest Quaker" main springs. It is claimed that the new Everybody's catalog represents the most complete listings of talking machine parts in the trade and requests for thousands of these catalogs have been received

at the headquarters of the company in this city. Through the experience of other years it has been found that these catalogs have been carefully kept and referred to as an ordering reference until the issuance of the new catalog. Therefore, no reasonable expense was spared in producing a catalog that would fill all requirements.

H. A. Weymann Pushing Red Seals

In order to provide a helpful service to its dealers H. A. Weymann & Sons, Inc., under the direction of Manager C. W. Bahl, of the phonograph wholesale department, prepared a list of all the Victor double Red Seal records in stock, and their respective numbers, and mailed them to its customers. There were more than 350 on the list and, as a result, the dealers were enabled to secure prompt shipments with a saving of much labor during the holiday rush.

"MISS AMERICA" SELECTS A SONORA

CLEVELAND, O., December 5.—Sonora dealers in this city were quick to appreciate the publicity value of the choice of a Sonora by Miss



"Miss America" and Her Sonora
Catherine Campbell, who won the beauty contest at Atlantic City a short while ago, and who was christened "Miss America." Miss Campbell, who is a native of Columbus, O., appeared at Keith's Theatre in this city shortly after winning the contest, and while here arranged to have a Sonora Pembroke Model placed in her suite at the Hotel Winton.

HEPPE-VICTROLAS

Philadelphia, Pa.—Opposite Camden, N. J.

We will contribute to

YOUR NEW YEAR'S HAPPINESS

with good, prompt shipments, if you place your Victor orders here near the source of supply.

C.J. Heppe & Son

Downtown: 1117-1119 Chestnut Street
Uptown: Corner 6th & Thompson Streets



The Same, Soft, Liquid Tones

These beautiful voices will cheer the heart of many a home-body this Christmas.

Caroling choirs will be heard in thousands of drawing rooms—through MUSIC MASTER, radio's supreme musical instrument.

Sell that idea to your radio customers. Tell them of the joys of owning this "Stradivarius of Reproducers," which will let the whole family in on holiday broadcast programs.

Sell MUSIC MASTERS as Christmas presents! They are worth-while gifts, which insure months and even years of radio-joy for all!

See the MUSIC MASTER advertisements in *The Saturday Evening Post*. You know what they will do!

14" Model for the Home
(Light or dark-finish Horn)
Sells for..... \$30

21" Model for Concerts
(Dark-finish Horn only)
Sells for..... \$35

GENERAL RADIO CORPORATION

Makers and Distributors of High-grade Radio Apparatus

Walter L. Eckhardt, President

S. W. Cor. 10th and Cherry Streets, PHILADELPHIA

1005 Liberty Avenue, PITTSBURGH

The mark "GERACO" on radio apparatus means it is thoroughly tested and guaranteed. Get details on full line. Sold through jobbers and dealers everywhere.

Music Master

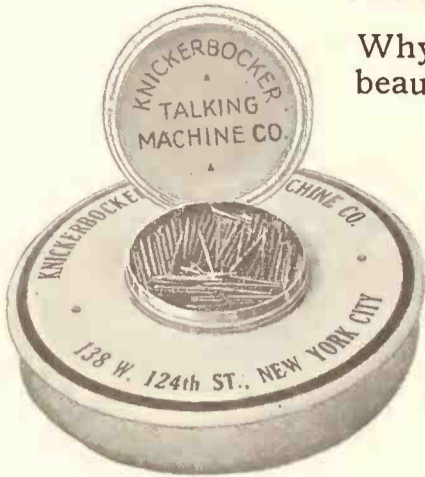
RADIO REPRODUCER

Distributors for Radio Corporation of America, OKEH Records, STRAND Phonographs and GOLD SEAL Record-Repeaters.

IF THE DEALER'S NAME WAS HANGING ON THE WALL

like a beautiful picture in the homes of his patrons he would feel extremely good.

Why not place it prominently on the Talking Machine with something just as beautiful and essentially more useful.



K-nob-O Needle Box Record Cleaner

These RECORD CLEANERS

will carry your message in a MANNER DE LUXE

See your jobber or write us for samples and Business Boosting Plans. DO IT TODAY.

PHILADELPHIA BADGE CO.

Manufacturers

942 Market Street, Philadelphia, U. S. A.



Velvaloid Record Cleaner

RICHMOND

Public Looking to Talking Machine Dealers for Christmas Gifts —Trade Activities of the Month

RICHMOND, VA., December 7.—Talking machine dealers report that the pre-Christmas season opened up better than usual with them, business being brisk in both records and machines. More than \$1,500,000 in Christmas savings was distributed by the local banks the first of the month, and the dealers feel confident that a liberal portion of this money will be spent with them before the Yuletide season is over. Throughout the Richmond territory business is also reported good, dealers being unable to keep abreast of the demand because of shortage of goods due to the inability of factories to fill orders promptly. Starr dealers report a ready sale of Christmas Gennett greeting records which they are featuring as especially suitable for Christmas gifts. Other dealers are also handling them with gratifying results.

Local dealers are giving but little attention this year to the organization of Christmas clubs to stimulate the sale of their wares. Instead, they are concentrating on advertising, window displays and the like.

Walter D. Moses & Co., Victor dealers, report that Victrolas priced at \$100 are perhaps the most popular with the Christmas gift hunters. The house is also featuring an extensive line of other musical instruments.

Frank W. Corley, vice-president of the Corley Co., Victor jobber and retailer, Richmond, Va., won a handsome silver cup as first prize in the high jumping class at the recent National Guard Horse Show held in that city. He was mounted on his mare Shannon, and emerged victor over a field of nearly a dozen contestants. Mr. Corley is a member of the Deep Run Hunt Club and is chairman of the Hunt Committee.

This is the thirty-fourth Christmas for the Corley Co. and its offering includes a large line of pianos, Victrolas and other instruments.

Lee Fergusson, Victor dealer, recently staged a very effective window display of Red Seal records set off by colored photographs of artists in frames. Sales of these records were stimulated very appreciably by the display, which was generally considered one of the best in the musical line seen on Broad street this season.

Practically all Richmond dealers cashed in strong on Paderewski records as a result of the recent appearance of the celebrated Polish pianist here. The demand for such records was exceptionally good both before and after his visit, they say.

Goldberg Bros., Pathé distributors, covering

Virginia and other Southern States, report that the factory is oversold on both uprights and consoles and that as a result they are meeting with difficulty in keeping dealers supplied with goods.

The C. B. Haynes Co., Inc., Edison distributor with headquarters in this city, in common with other wholesalers, is hard put to it to supply the retail trade which it serves with sufficient stock to meet holiday requirements. The whirlwind close of the year will go far toward bringing up the total annual sales volume to a very satisfactory figure, both for the C. B. Haynes Co. and the Edison retail trade.

Of interest to the music trade is the announcement that the Richmond branch of Charles M. Stieff, Inc., of Baltimore, which has been located for some time at 117 West Broad street, has leased new quarters at 414-416 East Grace street and is planning to occupy them early in January. It is a new structure, now nearing completion. The main floor is of large black and white tiles extending the entire length of the building. The show window, platforms and backing being done away with makes the entire floor visible from the street. Grace street is rapidly developing into a high-class shopping center, and is proving especially attractive to merchants who do not care to pay what they regard as prohibitive rents on Broad street.

L. B. Slaughter, manager of the record-player department of the Biggs Music Co., this city, has retired from the firm. Mr. Slaughter is well known to the Richmond trade, having been identified with it for some years.

Miss Iola Stroud, of the Levy-Page Co., Norfolk, and Miss Ollie K. Hege, manager of the Victrola department of the Huntley, Hill, Stockton Co., Winston-Salem, N. C., spent several days Thanksgiving week as guests of Miss Florence Biscoe, of the wholesale department of the Corley Co.

Miss Mabel Rich, of the educational department of the Victor Talking Machine Co., addressed the musical department of the Virginia Educational Conference during conference week, making a special trip here from Camden for the purpose.

SPECIAL OKEH CHRISTMAS BAG

Okeh dealers were advised this week by the General Phonograph Corp., New York, manufacturer of Okeh records, that a special Christmas record delivery bag was ready for distribution. This bag has an unusually attractive design that is a distinct departure from the conventional holly design bag. The art work is very attractive, and the whole design has the appearance of an old Old English woodcut. The "Star of Bethlehem" forms the basis of the design with the wording "Okeh—the Record of Quality for a Merry Xmas." It is printed in chocolate brown that harmonizes with the lighter brown of the kraft paper of which the bags are made.

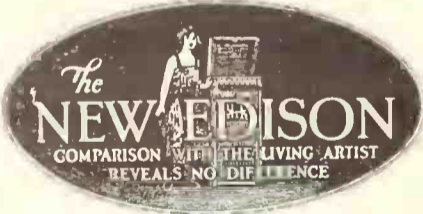
THE C. B. HAYNES, CO. INC.

Disc and Amberola Instruments

DISTRIBUTORS

Recreations and Amberol Records

\$ALES THE NEW EDISON PROFITS\$



Brisk fall business has begun and the busy winter season is approaching

A few more dealerships must be established to serve this growing demand

Our Salesmen are now in the Carolinas and Virginia calling on interested merchants

A letter from you may result in the most profitable transaction you have ever made

ACT NOW

RICHMOND, VIRGINIA

EDISON SERVICE

THAT SATISFIES

Few Clouds Seen on 1924 Business Horizon

Representative Members of All Branches of Talking Machine Trade Express Confidence Regarding Opportunities to be Offered During the Coming Twelve Months—Totals for 1923 Satisfactory

IF the prophecies of the majority of the talking machine trade are borne out even to a fair degree, then 1924 holds most satisfactory promises for a substantial volume of talking machine and record business. The fact is a number of the trade executives, men of broad vision, and whose opinions carry weight, are of the opinion that for the retailer who adjusts his business methods and practices to meet the latest developments in the industry the coming twelve months will present unusual opportunities for the building up of an increased and profitable volume of business.

There are those who twelve months ago were somewhat pessimistic regarding trade possibilities for 1923, but a summary of the year's business indicates that in most cases both manufacturers and retailers experienced a greater volume of turnover than in 1922, which was considered a very fair year. There were, of course, during the year certain periods when business did not come quite so easily as some would have liked, but to compensate for this there were other periods even during the Summer when the volume of sales measured up close to the records scored immediately after the war.

It is interesting to note that the tremendous increase in the popularity of radio apparently has not had any strong deterrent influence in the talking machine business as a whole, though numerous dealers have taken on that new line, not so much to make up real or fancied losses in talking machine record sales as to reap additional profits arising from the selling of the new entertainment medium.

Manufacturers in many cases are going into the New Year with quantities of unfilled orders on their books, which is an excellent indication of sound fundamental conditions in the industry.

It is very probable that results in 1924 will not be won except by earnest sales and exploitation effort. There is a tendency on the part of the public toward the purchase of machines of the better grade, which is to be welcomed for the reason it will mean an increase in the dollars-and-cents volume of business, even though there may not be any increase in the number of actual machines sold during the year. On the whole, it appears as though business for the coming months will be just about what the individual manufacturer, distributor and dealer care to make it.

What Distributors Say

Frank E. Bolway & Son, Inc., Syracuse, N. Y.
By Frank E. Bolway:

I feel that 1924 is a year that should be approached only after the most careful analysis of the merchandiser's business experiences.

1923 has, in a great measure, been much like its predecessors with the exception that the average business man has developed an inquisitive mind into his business costs, and an inquisitive mind into the non-productiveness—if any—of his organization in its various forms and in various particulars.

We believe that 1924 is the threshold to a considerable period of prosperity, and, too, that we must proceed cautiously indeed, because of the dangerous difficulties that must be met before the year is brought to a moderately successful conclusion. It is folly to assume when business depressions will come, as it is equally folly to predict business booms; but from our viewpoint it looks as if the Summer and the Spring months will be very quiet, requiring most careful watching of one's overhead and turnover, but that with the advent of Fall, provided the political situation has the proper aspect, business should start on an upward hill of successful advancement, which should continue for a considerable period without any very serious interruptions.

The business depression, if there is any in 1924, should not be as serious a handicap to the average man, for the reason that he should have his overhead in hand, which is more than can be said of the merchant in 1922 and 1921; and in addition to this he has a more keen grasp of just what faces him when the depression approaches, or when he is in the throes of the depression.

It appears that 1924 is to be a year of tight credits, watching your collections very carefully, and keeping your overhead—through the most careful of analysis—to the proper proportions.

One feels that 1924 is the time for the boss to come out from the private office and get to work in the main office and cut out the frills which have made it seem improper for the boss to bother with details. Bread and butter diet for the business man who wishes to make real money in the next few years—and by the sweat of his brow he should win the day.

Buehn Phonograph Co., Pittsburgh, Pa. By Albert A. Buehn, Treasurer:

During the year coming to a close, we have

been impressed with a gradual change in the taste of the buying public toward better music. This is very noticeable, particularly in the increased sale of Edison instruments and records. We know many talking machine dealers who have shown a desire to cater to this better trade, by making application for the Edison line. The outlook for next year is that we are to enjoy the largest year in our history. While we may not have a boom next year, we feel sure that the Edison dealers generally will enjoy a very prosperous business.

Cohen & Hughes, Inc., Baltimore, Md. By William Biel, Secretary and Treasurer:

The outstanding feature in our opinion of the present year's business has been a tremendously increased interest in the merchandising of records, whereas in spite of new models in our particular line sales of machines have shown no apparent increase over last year, yet without any special effort the volume of record business has more than tripled during the current year. We believe this to be due to a realization on the part of the dealers that the greatest room for expansion in the talking machine line and that leading to the greatest satisfaction because of its cash basis, is in the sale of records, and they have lent increased energy to this direction.

The Corley Co., Richmond, Va. By Frank W. Corley, General Manager:

The business for the present year seems to the writer to have very nearly approached the much-talked-of normalcy. This has been a good, satisfactory year, with no particular depression or thrills. I believe 1924 will be a very similar year.

Charles H. Ditson & Co., New York. By Paul Carlson, Manager, Wholesale Victor Department:

I believe the Victor dealer is particularly favored for a prosperous 1924 by having behind him such a stable foundation as the Victor Co. The trade is passing through an unsettled period, but I see nothing but a bright future for Victor dealers in 1924.

Eastern Talking Machine Co., Boston, Mass. By H. Shoemaker, General Manager:

With business conditions being more nearly normal and staple than they have been for some time and with the present plans of the Victor Co. as to their advertising and manufacturing campaigns, there is but little doubt in our minds but that 1924 has the possibilities of the "biggest ever."

We believe that the results of the coming year rest entirely with the dealer as there is no question but what we will have sufficient merchandise for him to sell. Let him, therefore, get his shoulder behind the wheel, and with the wholehearted co-operation of the wholesaler, backed by the manufacturer, there is no question but that 1924 will be a winner.

A. C. Erisman Co., Boston, Mass. By A. C. Erisman, General Manager:

First, the most important feature of 1923 business was the universal adoption of the Period Model machines, when the year before a great many dealers figured that they would not be practical. There were also a great many manufacturers who not only figured this but emphatically told the dealers so. They have all come to period models.

The second feature is that the customers are getting more product and better product for the dollar expended than at any other time since I have been associated in the industry.

Third, the dealers seem to be waking up to the fact that they have got to merchandise and they have got to carry every piece of merchandise pertaining to the music and talking machine industry in their store to keep that business and profit from going elsewhere. This question of merchandising and the question of the dealer seeing the many benefits and the much additional profit that he can make, is a very important item.

Fourth, the general popularity of portable type machines which several years ago were looked upon as a small business. Thousands of these portable machines have been sold by

(Continued on page 92)

No. 35861. Holly Wreath, natural prepared, everlasting, fireproofed, with bow, holly berries and silver effect; per dozen, \$10.00.



Write today for our Xmas Catalogue No. 35, containing illustrations in colors of Artificial Flowers, Plants, Vines, etc., mailed free for the asking.

FRANK NETSCHERT, Inc.
61 BARCLAY ST. NEW YORK, N. Y.

FEW CLOUDS SEEN ON 1924 BUSINESS HORIZON—(Continued from page 91)

this company in New England, and the sale seems to be growing each day. They have absolutely succeeded the old small table type of talking machine.

Prospects for 1924

First, I believe that before the end of the year, every live musical dealer will carry complete radio sets and complete sets of phonograph and radio combined in one. The radio business and the talking machine business are really one. Both are entertainment—one reproduces from a record, taking the waves off the record, producing music. The other, with an antenna, picks the music waves out of the air. They are just as closely related as a chocolate ice-cream soda and a vanilla ice-cream soda. One person likes one, one person likes another, and one dealer should sell both.

Second, it is up to the music dealer to improve the efforts of his sales organization. The general carelessness that is displayed by the average sales person, the lack of knowledge in regard to the merchandise which they carry, has been one big sore spot. The writer has seen dozens of sales people, talked with them, they have told of the sales they have made, on certain side lines, certain supplies, etc., and when I ask them point blank if they are familiar with the product, they admit "No." In other words, the sales organizations to-day, in most instances, are more "delivery clerks" than real salesmen. This is due to the manager or owner of the store not introducing more enthusiasm or pep on the possibilities of selling side lines.

Third, the dealer that puts in proper window display, the dealer that realizes the value of proper window display, such as having moving attractions, specializing each week on something new, will, we believe, add 25 per cent to his business. The average window display is made up the same each week—nothing to stop the customers—in fact, from the observation of the writer, I do not believe that one person in five

hundred stops to look at the average talking machine window.

Fourth, to those dealers who do better merchandising, realizing the possibilities of the many lines they can sell, this is really plus profit for them. You can find dealers in one town selling a certain article. Another dealer will not handle it, and vice versa. In other words, the dealers rely too much on what they like, instead of giving the buying public what they want.

Fifth, in 1924 we hope to see the elimination of cut-price sales. We hope so especially on the console model machines. Cleaning out the old upright types at cut prices and introducing the Period Models was a time for every dealer to play fair. There is no profit in cut-price business, and a great many of the dealers and department stores seem to be trying to under-price the other fellow, with the result that they are filling orders for goods, making legitimate sales, but making no profit.

Sixth, in 1924 I believe every live dealer and live salesman can add 25 per cent to 30 per cent to their business by doing "what they know they ought to do." This, and the elimination of a great many dealers who are a menace to the trade, will certainly help the conditions for the new year.

Louisville Music Co., Louisville, Ky. By Ben L. Lowenthal, President:

We do not hesitate to say that our business exceeded all expectations in 1923, especially in the hot Summer months, when people are not very apt to get their minds on music, when they are seeking recreation out of doors. During this period in August and September the public interest was at the highest pitch, and our volume of sales was greater than it was for any corresponding period in our history.

Looking into 1924, we anticipate a tremendous increase over the record of the past year. All of the signs of more business are visible.

Employment is getting better, the railroads are handling larger shipments every day, and their experts are expecting industrial development, and on the strength of this, with higher prices for cotton and tobacco in the South, we feel that we are justified in our prediction of prosperity.

C. C. Mellor Co., Pittsburgh, Pa. By Thomas T. Evans, Sales Manager:

We believe that the two outstanding features of the talking machine business from a Victor standpoint is the introduction of the 400 group Victrola instruments and the doubling up of the Red Seal records. Production on the 400 group has been a very pleasant surprise to all of us, as there is only a comfortable shortage existing on this group of instruments, which probably has helped to make the shortage on the popular priced instruments of one hundred and one hundred and fifty dollars more severe.

We believe, however, that the 400 group has added great strength to our hold in the talking machine business, and we should feel the effects of it very materially during 1924.

The doubling up of the Red Seal records has caused a shortage and has cost both the dealer and the jobber a great deal of worry and financial loss at this time. However, this condition should be eliminated shortly after the first of the year—and there is no question as far as this territory is concerned but that we will use a greatly increased allotment of Red Seal records.

As for the working out of the weekly releases, it will be considerably into 1924 before we can tell what changes this has brought about—whether for the betterment of the business or not.

We find at this time that the dealers are living from hand to mouth as far as stocks are concerned. With a normal business after January 1, it is our opinion that 1924 will be another year that the jobbers in this section will not stock very much merchandise during the Summer period.

There are two conditions in this territory that govern conditions here—they being steel and coal. At the present time the steel outlook is very optimistic and on the other hand the coal outlook is pessimistic, but we look for, all in all, as far as this territory is concerned, a very prosperous year during 1924, taking into consideration the outlook for future deliveries of steel and the outlook of a possibility of a strike in the coal fields.

New York Talking Machine Co., New York. By A. D. Geissler:

Both wholesalers and retailers do well to consider outside general conditions that definitely affect the Victor business in particular.

For instance, in 1924 the settlement of two big issues confronting the country—reduction of taxation and the bonus—is of the greatest importance to our industry. In spite of the fact that next year is election year, and as such will be one fraught with a certain amount of uneasiness, I believe that the talking machine industry must profit, if these two questions are decided favorably.

The reduction of taxation is the paramount issue, of course, for if it is accomplished a large amount of money will be released. A good portion of it will naturally flow into purchasing channels which will give a field of activity for the Victor dealer who will put his merchandising ability to work. A somewhat similar condition will arise if the bonus bill is enacted into law. A goodly portion of the millions of dollars paid to ex-service men will flow into our business.

It looks reasonable to expect the total Victor business to show a substantial increase for 1924, and those dealers who have shown loyalty to the Victor line cannot help but benefit in this increased business.

Dealers will not need to worry as to whether or not there will be a market for Victor mer-

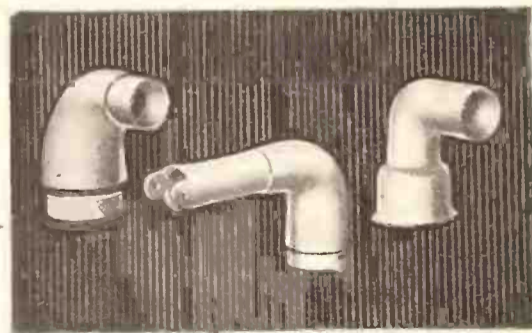
(Continued on page 94)



DOEHLER

The World's Largest Producer of

DIE-CASTINGS



An important factor in the "production insurance" given Doehler customers is the replacement—voluntarily and without cost—of worn dies.

The quality of Doehler Die-Castings is never permitted to suffer as a result of die depreciation—a new set of dies is always ready in time to maintain quality and delivery.

Though an order for Doehler Die-Castings may run into the tens of thousands, the last must be as good as the first—must be up to the Doehler standard.

DOEHLER DIE-CASTING CO.
BROOKLYN, N.Y.
TOLEDO, OHIO.

Order from this Page

Prompt Shipment Before Christmas

Sell your Christmas customers C&W Radio Receivers. Designed by two of America's foremost radio engineers, licensed under the famous Armstrong Patents, they have proved by actual test to have higher selectivity than any other in-

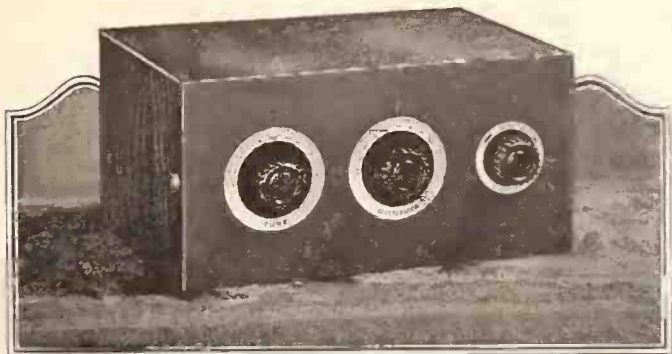
struments in their class.

Simple, dependable, easily operated, completely self-contained—the ideal receiver for your better customers who wish to *enjoy Radio* instead of fussing with equipment.

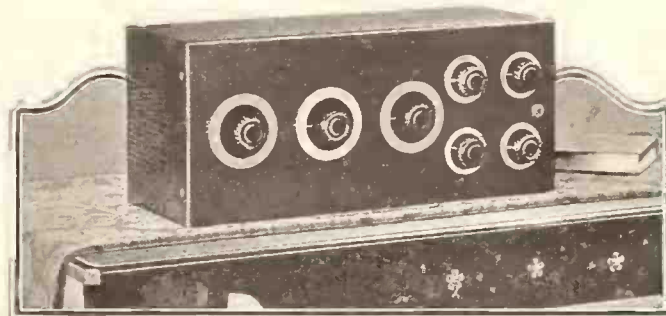
Dealers securing the C&W franchise are backed by a comprehensive advertising campaign, a feature of which is the free monthly magazine "What's In the Air," published exclusively for C&W Dealers—with the dealer's name on the cover—written and illustrated to interest his best prospects—those who have no radio set. Ask for your quota with your order.



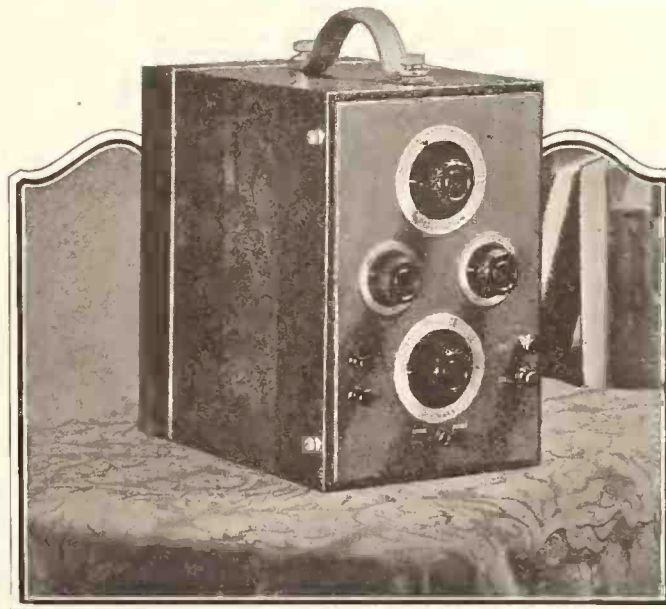
C&W Console Receiver—Model 11D. A highly selective, 4-tube regenerative set with special C&W double circuit, in a beautiful Walnut Finished Early English Period Console. Magnavox loud speaker, tubes and batteries all in cabinet. List price, \$325.00; \$10.00 extra west of Rockies.



Single Tube Model—Type 15. Operates as highly selective, double-circuit set on a permanent antenna. Instantly changeable to a single circuit for temporary antenna—a wire along the top of a car—across the room of a friend. List price, only \$50.00 complete, including tube and batteries.



C&W Model 11B—Leader of the C&W Line; 3-tube, double-circuit, regenerative receiver. Remarkably long range and clear reception. Uses 3-UV-199 tubes; 3 LARGE A Batteries; shock absorbing tube mounts; shielded panel; automatic rheostat switches; all wires back connected. List price, complete with tubes, A Battery and B Battery.....\$160.00



“Town and Country” C&W Receiver 12A. A successful portable model, that can be taken anywhere, yet a perfect set for the home. On a permanent antenna, a highly selective, 2-tube, double-circuit set. Instantly changeable to single circuit, ready for operation on any sort of temporary antenna. Self-contained, with LARGE dry-cell batteries that last. List price, complete, with headphones, batteries and tubes.....\$97.50

Order From Nearest Jobber

- CHICAGO—
E. P. Bartlett & Co.,
9 South Clinton St.
Commonwealth Edison Co.,
72 West Adams St.
Wakem & McLaughlin Co.,
225 East Illinois St.
- DENVER—
Rocky Mountain Radio Corp'n,
1512 Broadway

- GRAND FORKS, N. D.—
Auto Supply Co.
- KANSAS CITY, MO.,
The Schmelzer Co.
- LOS ANGELES—
Western Radio, Inc.,
637 South Hope St.
- MINNEAPOLIS—
Hall Hardware Co.
The Automotive Supply Co.,
(Riebeth & Ingmundson)

- NEW YORK—
Manhattan Electrical Supply Co.,
125 Church St.
Radio Stores Corp'n,
218 West 34th St.
- OMAHA—
Lee-Coit-Andresen Co.
- PHILADELPHIA—
Sayre-Level Radio Co.

- ST. LOUIS—
Manhattan Electrical Supply Co.,
1105 Pine St.
- ST. PAUL
Farwell-Ozmun-Kirk & Co.,
Jackson & Second St.
- SAN FRANCISCO—
Alexander-Lavenson Co.
- SPOKANE—
E. W. Murray Lighting Co.

Cutting and Washington

FEW CLOUDS SEEN ON 1924 BUSINESS HORIZON—(Continued from page 92)

chandise. Already indications point to a possible shortage of Victor goods for the first few months of next year. For instance, on the first of November, 1923, the New York and Chicago Talking Machine Companies had machine inventories one-half as large as those of a year previous. We believe the dealers' stocks were considerably larger in 1922 than in 1923. In addition to dealers' stocks being in a fair way to liquidation, everything points to the jobbers being completely sold out on January 1, 1924. One more thing to be considered is the lull in factory production which occurs in January, due to strenuous efforts to push into December all of the production possible.

After all, it is not an idle question as to whether the total talking machine business of 1924 will be as large as that of 1923.

Phonographs, Inc., Atlanta, Ga. By W. L. F. Rosenblatt, President:

We consider the outstanding feature of the present year's business the final clean-up of

the dealers from inventories carried over from the war period of prosperity.

We believe the year 1924 will show at least a 50 per cent increase in business for us, and that general business conditions throughout our zone of operation will be very much improved.

The cotton situation is always a problem, especially since the boll weevil has been playing such a part with the crops and more especially during the rainy season. We believe, however, that the cotton planters are better prepared now than ever to cope with the boll weevil, and better results will be obtained next year than for some time past.

Sherman, Clay & Co., San Francisco, Cal. By F. C. Lindquist, Manager Victrola Department:

The outlook here in this part of the country is very good. As you, no doubt, know our chief product in the Northwest is lumber, and this industry at the present time is going at full blast. We depend a great deal upon the pay-

roll of our lumber mills, and at the present time these are nearly at top notch. We predict for 1924 a year of business the like of which this country has never seen before.

Every outlook for business conditions seems to show all reason for being on the incline and I believe that it will continue to be that way for the next two years.

Texas-Oklahoma Phonograph Co., Dallas, Tex.

By A. H. Curry, President:

1923 Edison business throughout this section has indeed been surprising in the matter of volume. To use a Texas farmer's method of expression, I might truthfully say that "business is as good as I thought it would be, and I didn't think it would be either." In all seriousness, I am very happy over conditions as I find them to-day.

The farmer throughout this section is back at his old practice of buying pretty much what he wants, or what he can be caused to realize that he wants through the efforts of an energetic salesman, and you can just bet that when Mr. Farmer is in such frame of mind so is each other element.

We find, however, that for salesmen to reap a harvest of sales comparable with sales made during the period of 1919-20 they must make about five times as many sales contracts and sell six phonographs where they formerly sold five.

For the salesman who is willing to work, however, the above is easily possible, and such measure is being exceeded by quite a number of salesmen. Proof of this is furnished in figures showing a 78 per cent increase in October over October last year, and November will show about the same comparative increase.

This year is destined to prove out very close to our second largest year, and as for 1924 I cannot but expect a volume of business comparable with the fifth year in our history. Best of all perhaps will be the fact that when we close our books in December, 1924, there will be no aftermath to unravel as was true December 31, 1920.

What the Dealers Say

R. L. Blomfield, Detroit, Mich.

The present year's business, on the average, has been good. However, if I should try to find a word that would cover my observations I should use a word something like this: "Jumpy, erratic," i. e., business has come in spurts. People apparently make up their minds suddenly that they can buy, and then a week or so hence they swing the other way. However, the tendency is more to the former than the latter, indicating, I think, that we are getting back to a solid business basis which speaks well for 1924.

The Brunswick Music Shop, Buffalo, N. Y. By C. Curtis, Manager:

We are very sorry to state that our phonograph business for the present year was somewhat disappointing. While the writer is not pessimistic, he feels that the lack of interest shown in phonographs was largely due to the growing demand for radio outfits. This demand has also seriously affected the record trade, and I do believe that this is only a temporary lull in phonograph sales, as I feel that the novelty of radio will wear off to a certain extent and develop into a commercial business, being used by large industries.

The phonograph is a staple product and here to stay, and the writer is very optimistic on the outlook for 1924, and believes that within a short time the phonograph will take its proper place among the musical instruments.

Carter Music Co., Inc., Beaumont, Tex. By J. R. Carter, Vice-President:

We are glad to report that volume of business with us for 1923 is better than the year 1922, but the business spread more evenly through each of the twelve months of the year. Sales resistance high, net profits low.

Conditions for 1924, with low interest rate, (Continued on page 96)

CESCO

REPEATER

—the fastest selling accessory
in the Talking Machine Industry

Skim the cream off the Christmas trade by featuring this truly wonderful repeater. Nothing like it has ever been offered before. It is so unique and novel in operation that it instantly sells itself. The CESCO Repeater is the ideal repeater—quick as a flash—positive in action. Sturdily built of sheet metal, simple in design, without intricate mechanism or complicated parts. *Needs no adjusting whatever*, just sets in the center of the record.

Holiday time is dancing time—most everyone owns a phonograph. What more desirable gift could be chosen? And only a dollar—within the reach of all.

INVESTIGATE NOW

The CESCO Repeater is distributed through jobbers. Samples gladly sent to dealers on receipt of jobber's name. Put up in cartons of 12, with holly boxes for Christmas trade.

The Universal Gift
—and
Only a Dollar!



THE RAPID REPEATER CO.
260 Van Alst Avenue Long Island City, N. Y.



Consolidated Service

through the organization responsible for its famous efficiency in the wide-spread distribution of the popular, fast-selling

Okéh Records

The Records of Quality

extends to its host of friends and the trade in general, its hearty and sincere wishes for

A Very
Merry Christmas
And a Prosperously
Happy New Year

Consolidated Talking Machine Co.

227 W. Washington Street

CHICAGO, ILL.

Branches:

2957 Gratiot Ave., Detroit, Mich.
1121 Nicollet Ave., Minneapolis, Minn.

FEW CLOUDS SEEN ON 1924 BUSINESS HORIZON—(Continued from page 94)

low water freight rate, large payrolls, large crops and good prices, high prices for lumber and lumber mills busy, should make the year 1924 a better year than this, 1923.

Chappell Music Co., Abilene, Kans. By J. H. Deeble, Manager:

The 1923 business has shown a steady gain, month by month, with the demand running to the higher priced instruments. With agricultural conditions very good, we see no reason why we should not look forward to a much better business in 1924.

Chillicothe Music Co., Chillicothe, Mo. By C. D. Maxwell:

We find the buying public becoming more musical each year. However, due to the fact that this is strictly a farming territory, we have had hard sledding during 1923. We feel that if the farmer is given a little better chance we will break the record in 1924, both in talking machines and pianos.

We do not think for one minute that the radio has damaged the talking machine, but on the other hand it has encouraged sales that would never have turned up.

Here's hoping the farmer will be given a better chance in 1924.

Fowler, Dick & Walker, Binghamton, N. Y. By James E. Greene:

One of the outstanding features of 1923 is the realization of the public that the radio will not supplant the phonograph in the home. Another feature is a strong tendency on the part of the buying public towards the medium priced instrument.

As for 1924 we look for better things than the present year, as we think things will be much healthier in 1924. However, we feel that 1923 has been a fairly satisfactory year in this particular locality.

Gunther-Kenney, Inc., Middletown, N. Y. By Leroy C. Gunther, Secretary-Treasurer:

Our past year's business has been very satisfactory. We do think, however, that the year 1924 will be one of the most profitable in the history of the talking machine industry.

Hall's Music Shop, Cicero, Ind. By J. B. Hall, Proprietor:

The demand for musical instruments in this territory from the first of September up to the present writing has been good, and there is every reason to believe the holiday trade will be excellent.

All factories are running full time and many

are working overtime to fill orders. There is employment for all classes of labor at good wages, and no one who cares to work need be idle.

The farmer, too, is feeling better. His 1923 crops are good and he is getting somewhat higher prices for his surplus products.

Taking the situation as a whole, I believe that conditions have improved fully 50 per cent within the past twelve months. My business for 1923 is double that of the previous year, and I am looking forward to 1924 with a great deal of optimism.

S. Hamilton Co., Pittsburgh, Pa. By Charles L. Hamilton, Treasurer:

The outstanding feature of this year's phonograph business seems to us to have been the slow pick-up of business in standard lines. We think this has been due to "bargain" prices (so-called) on nondescript machines and records so generally advertised by department stores. We have found a very large per cent of lookers influenced by the \$69.75 and similar prices advertised. This tends to lower the public's opinion of all phonographs.

The outlook for 1924 is hopeful if not rosy. We expect a continuance of the rate of improvement noticeable since the low marks of 1921 and 1922.

William F. Lamb, Pottstown, Pa.:

I wish to state that business has been fairly good this year. We had an anniversary piano sale in October for two weeks, during which time we sold forty-five pianos, twenty-one of them being player-pianos.

The prospects for business in 1924, I believe, will be about the same as this year. It will largely depend on personal attention to prospects and advertising.

Landau's Music & Jewelry Store, Wilkes-Barre, Pa. By H. Michlesky:

Being in the heart of the anthracite coal producing region of Pennsylvania, we are necessarily dependent to a large extent on conditions and the length of wage agreements between operators and miners, which fortunately extended to October 1, 1925. This insures steady work for mine workers and should result in good business in all lines right through 1924.

We are looking forward to the coming year being a banner one in our three stores, and we are making preparations to that end. Industrial conditions throughout the country have little effect on us of the coal regions. For

years back there has been a shortage of anthracite coal, and the mines are kept busy almost every working day of the entire period of the joint working agreements between operators and men. With the mines in steady operation we do not experience any depression in business when other industries slump or slacken.

So far as we can judge the coming year by past experiences, we anticipate, as stated, that 1924 will be a good business year in this important end of the great State of Pennsylvania. **Maison Blanche Co., New Orleans, La.** By J. D. Moore:

1923 sales to date about equal last year, which was the largest in the history of our music department.

General business conditions now indicate that 1924 will be a very good year. The many resources affecting trade in this locality seem to be in a wholesome, healthy condition, and with our increased facilities available early in the year will furnish the means of a greater service by what is commonly known as the "Greatest Store South."

Ellas Marx Music Co., Sacramento, Cal.:

The present year to date for us compares favorably with previous years. Next year should be a banner one for good phonographs. The public is getting more acquainted with good music, and the merchant who carries a complete stock of standard makes with a good library of recreations should show a good profit for 1924. We specialize on the new Edison and have for a number of years.

R. M. Mattson Co., Long Beach, Cal. By R. M. Mattson:

The outstanding feature of the past year's business in this territory is the steady month by month increases and stability of the phonograph business.

Also the rapid change of the public taste from the upright to the console models, putting the phonograph on a par with the grand piano and other house furnishings.

1924 should be a year of steady growth in the industry, and we believe that if both the manufacturer and the retailer will figure their business on a steady growth rather than boom times the industry as a whole will continue on safe grounds.

Montaloo's Temple of Music, New Brunswick, N. J. By B. Howard Schlain:

In glancing back over 1923, there are two facts which stand out to which one might refer as outstanding features.

One is the tremendous strides made in the sale of complete radio outfits, particularly outfits encased in good-looking cabinets, by music stores over the country. The other is the fact that this spreading popularity of radio has not, at least as far as our business would indicate, materially affected the sale of talking machines.

Correlating these two facts, it would appear that the musical industry is doing a great deal toward bringing music, in one form or another, into the homes and lives of more and more people throughout the country, thereby making still more popular the "enjoy yourself at home" idea which, of course, is one of the aims of every dealer in this line.

Our sales volume for the current month is almost double what it was in the same month in 1922, and regardless of the fact that many experienced forecasters are looking toward a business relapse for 1924, we feel reasonably confident that our record for the coming year, both in the sale of talking machines and radio, will surpass 1923 figures by a comfortable margin.

The Rosenblatt Co., Inc., Greeneville, Tenn.:

We believe that there will be a revival of good substantial business for the coming year, or at least that is what we expect from this section.

Business here depends a great deal upon crop conditions, and as the farmers have a large amount of high-grade burley tobacco, which is

(Continued on page 98)

We Thank You

The confidence and good will of our customers during the past years have been a constant inspiration to produce only the Very Best.

To secure entire satisfaction, always insist on getting

DE LUXE NEEDLES

Perfect Reproduction of Tone No Scratchy Surface Noise

PLAYS 100-200 RECORDS

DUO-TONE COMPANY, INCORPORATED

Sole Manufacturers of De Luxe Needles

ANSONIA, CONN.

Price 3 for 30 Cents

Liberal Trade Discounts

Federal

RECORDS

NO record, regardless of price, excels Federal in beauty and naturalness of tone, durability and general musical excellence.

At fifty cents retail Federals are the greatest value ever offered.

Our policy of protection enables our dealers to establish a permanent as well as profitable business.

A complete catalog of standard and popular music by the best artists.

All the latest hits.

Write for our exclusive agency proposition.

FEDERAL RECORD CORPORATION

(Formerly the Indestructible Phonographic Record Co., Established 1900)

==== ALBANY, N. Y. ====

The Needle That Is Above All Competition Gilt Edge



Gilt Edge Needles are above competition because your trade will always prefer a needle that plays ten records and brings out the clear, brilliant tones—greater quality and five times the value has a selling appeal that cannot be beaten.

Selling is made easy for you. The attractive metal Display Stand does the work, and the margin of profit for you is 100%. An assortment of one hundred in all tones, dance, medium, extra loud or loud, nets you \$10. The cost is \$5—a 100% profit plus the prestige of selling a quality product.



REFLEXO

Blue Steel Needles Are an Innovation for Music Lovers
Plays any tone (soft, loud or medium) with a little twist of the needle. Order a sample Display Stand. Test it. 100 packages sell for \$15.00. Cost you \$7.50.

Write For Samples Or Order
From Your Jobber

Reflexo Products Company

Selling Agents for
W. H. BAGSHAW COMPANY

347 Fifth Avenue New York

FEW CLOUDS SEEN ON 1924 BUSINESS HORIZON—(Continued from page 96)

the "money crop," there is every indication of good business. Greenville is the highest priced burley market in the United States, and the crop is bigger and better this year than it ever has been, so we are looking and preparing for a large business in the phonograph line for the coming year.

The market will open on December 4 and continue through until about April 1, so that we will have a few months of good business to start the new year with, and when the season closes, with prices good, it will not be very difficult to persuade the farmers who have not bought a musical instrument to buy one on the expectations of their next crop.

Seiberling-Lucas Music Co., Portland, Ore. By
Frank Lucas:

The three outstanding features of the business for the year just coming to a close may be set down as follows: (1) The remarkable demand for "jazz" music. (2) The strong and successful effort to bring these organizations to a higher plane musically. (3) The fact that most buyers wish to buy on the instalment plan and at extremely low payments.

Prospects for 1924 are good and would be wonderfully good were it not for the fact that grain, fruit and stock farmers are not enjoying great prosperity.

Siegling Music House, Inc., Charleston, S. C.
By Rudolph Siegling, President:

In our part of the country, due to local conditions, business has been exceedingly bad for the past two years, but has shown improvement for the last six months, and we can now say that our business is very much better than in pre-war times. Our increase of business for 1924 will be due to the high price of cotton, the best we have ever had. Unlike the North and West, the South, up to the last six months, did not enjoy the same amount of prosperity. We are glad to say the tables have now turned and we look for better times.

N. Snellenburg & Co., Philadelphia, Pa. By
Everett W. Keefe, Manager Edison Department:

1923 has been just an all around good year. Not a boom in sight, but a year seemingly chuck-full of good, sound, old-fashioned common sense.

People have stopped buying for the pleasure of digging down in their pockets; dealers have stopped leading up and then waiting complacently for people to walk into the store with the ready cash. To employ a familiar phrase, "Those days are gone forever."

Alone responsible for our success and probably the success of every dealer in the field during the present year, was the growing appreciation of music everywhere, brought about by a gradual molding process of our daily lives and by continuous and determined effort toward a definite goal.

1924 will be a big year, brimful of success and opportunity for the merchant who is alive to its possibilities. Popular priced models will open the doors to thousands of new homes. Most of the war-time machines, with the exception of the few which have remained through sheer merit, have been eliminated from the market.

Radio, despite the slight dent which it has made temporarily in phonograph sales, has already resulted in a manifestly greater appreciation of music and a consequent increase in volume, especially of record sales. Then, too, the exploitation of Christmas Clubs on a large scale and the constantly increasing number of building and loan associations have brought people face to face with the advantages of the partial payment idea and many are now buying phonographs on instalments who never otherwise would have accumulated sufficient money to buy an instrument.

On the whole, 1924 should be a big year to the dealer who goes hard after the business. He will need to fight for every inch of success, but his reward will be sure.

Wilson Broadway Music Co., Inc., Chicago. By
L. L. Smerage:

The outstanding feature of the present year's business is that we have found a great feeling of optimism everywhere, and this has been more than borne out by the business that is being done right now.

As to 1924, we sincerely believe that it will be the best year since 1919. We have orders to indicate this.

From Manufacturers and Others

Amphion Talking Machine Co., St. Paul, Minn.

We have shown a 30 per cent increase in sales of our phonographs for the year ending November 30 and expect to show a greater increase next year.

With general business getting better prices for products and getting into the market more next year and labor in good demand we look upon next year as a very prosperous one for all lines of business.

Artophone Corporation, St. Louis, Mo.:

The outstanding feature of the present year's business, as far as we have been concerned, has been the great increase in record and machine sales. Also the fact that the merchants are demanding high-class merchandise.

We believe that the business of 1924 should be fully as good if not better than 1923; when we consider the prosperous condition of the talking machine business and the country generally we feel justified in making this prediction.

Brunswick-Balke-Collender Co., Chicago. By

A. J. Kendrick, General Sales Manager
Phonograph Division:

An endeavor to express without prejudice an opinion or forecast for 1924, or the outstanding feature of this year's business is difficult without being somewhat guided by selfish associations and problems.

1923, with its generally more prosperous conditions, found many in the phonograph trade unable to take advantage of those opportunities, largely because of failure to promptly readjust themselves to changes—more radical in character than in recent past periods.

There seem to be two outstanding factors in the trade which impaired progress—one was need for financial readjustment—and needed reorganization of sales methods and practices. General prosperity, rather than efficiency in either of these two factors made for a good year. 1923 therefore can be considered a year of preparation.

Clearer vision of what can be accomplished in 1924 and how to accomplish it has certainly resulted. The need and advantages of constructive merchandising have become more evident. General industries and agriculture are prospectively good and employment is widespread, with wages satisfactory.

Exports and conditions abroad appear feeble, but to those situations we are quite reconciled.

In 1924 business should be what we make it—visions are better and opportunities greater than any year in the last half dozen.

Cheney Talking Machine Co., Chicago. By A.
C. Harper, President:

We are looking forward to 1924 with a great deal of confidence, as we believe the phonograph business will be very satisfactory. Notwithstanding that 1924 will be a presidential year, general business conditions are very sound, money plentiful, labor well employed at high wages, and the farming communities gradually improving their condition. This means a large purchasing power, and should be reflected in the entire phonograph industry.

We are pleased to report that the Cheney Talking Machine Co. has had the best year in its history in 1923. Our business has shown a marked increase over 1922, and in 1922 we increased our sales 100 per cent over 1921. Present conditions indicate that our sales in 1924 will be considerably larger than during 1923.

Tunes that are in the air —



FEW CLOUDS SEEN ON 1924 BUSINESS HORIZON—(Continued from page 98)

Columbia Mantel Co., Brooklyn, N. Y. By Walther A. Anderson, President:

The outstanding feature of the present year's business, aside from the fact that the over-production of talking machines has been about consumed, thereby bringing the industry to a more normal state, has been the introduction of radio. The combination of phonograph and radio will continue to grow in demand.

The coming year will be one during which sales must be vigorously and intelligently pushed. The product must be demonstrably superior in construction or produced at a lower cost so that there is a price advantage.

Everybody's Talking Machine Co., Philadelphia, Pa. By Samuel Fingrutd, Secretary:

The outlook for 1924 as regards our line seems to be extremely favorable.

With the issuance of our 1924 catalog, which has been acknowledged to be the most complete one ever issued to the trade, we can see from the enthusiastic manner in which it has already been received that our business is going to increase manifold during 1924.

Large talking machine establishments are beginning to see the wisdom of up-to-date service departments which not only add an enormous profit to their business, but are also making many good friends for them.

We see 1924 as a banner year, and we believe that all indications point to a most successful period for the entire industry.

Pathé Phonograph & Radio Corp., Brooklyn, N. Y. By Eugene A. Widmann, President:

Generally speaking, the country is prosperous; in some respects more so than ever.

The two most important commercial developments in the last two years are both strong competitors of the phonograph and the record; one is the automobile, which takes people away from their homes and their phonographs, and the other is the radio, which takes money from the phonograph prospect and gives him in a measure, although in a measure only, what is competitive with the phonograph.

But in spite of all this the phonograph is as strong as it ever was and 1924 will be good. The dealer can make it very good.

Orsenigo Co., Inc., Long Island City, N. Y. By E. J. Orsenigo:

Business for the past year we are glad to say has been the best in the history of our concern. We have reasons to believe that 1924 will be better. It has been physically impossible for us to fulfill the demand for our products due principally to the lack of artistic labor which is required for the manufacturing of our merchandise.

Victor Talking Machine Co., Camden, N. J. By Ralph L. Freeman, Director of Distribution:

This year has been one in which substantial progress towards stability in the industry and creation of favorable conditions for the future have been achieved. 1924 promises to be a year for which plans can be made in advance

with confidence. Our manufacturing program, already developed, for the first four months of 1924, calls for maximum production in all departments and full use of our greatly enlarged plant.

Peerless Album Co., New York. By Phil Ravis, President:

The barometer of the album business has, during the past six months, shown a condition of trade atmosphere which bids fair for 1924.

Not only has there been a widespread resumption of musical activity throughout the country, probably greater than at any time since the war, but all programs and schedules point to a fuller musical season just ahead.

Talking machine and phonograph men generally acknowledge that a demand for albums indicates the stability of record trade and the fact of certain increases in Peerless volume in 1923 promises a continuance of buying for home record libraries during 1924.

Just as a big Summer vacation season is always followed by a greedy public demand for photograph albums, a wide distribution of record albums inevitably follows a full calendar of musical events. Normalcy in record buying has undoubtedly come to stay.

Geo. C. Beckwith Co., Minneapolis, Minn. By C. K. Bennett, Vice-president:

This year has been different from any other year in my experience because the dealers have been so conservative in ordering, causing such a shortage in the most popular type of Victrolas, and a resultant loss in business. Our trouble is keeping up with the demand, and we are busier than ever making excuses. However, we are making plans for a big increase in business in 1924.

F. C. Kent Co., Irvington, N. J. By F. C. Kent, President:

As seen from our personal viewpoint the outstanding features of the present year's business have been:

(a) The return to its former prosperity of the phonograph industry as a whole upon a sound financial basis, which argues well for a wholesome and substantial future growth along safe and sane lines.

(b) The elimination of a great many fly-by-night concerns whose questionable tactics constituted a real menace to the stability and dependability of the phonograph industry.

(c) The realization that the radio, instead of being an active and serious competitor, as many feared, is, on the contrary, a stimulating factor in making sales, especially of records.

(d) The entrance into the phonographic field of several concerns of irreproachable repute and great financial strength, whose successful endeavors to market strictly high-grade phonographs must of necessity result in added prestige and considerable additional importance to the trade in general.

(e) The really remarkable extension of the activities of the manufacturer and the jobbers of the Edison disc phonograph, as is evidenced

by the unusually large number of added Edison dealers and the corresponding increase in sales.

As to the outlook for the year 1924 we would state that we are looking forward to and preparing accordingly for the biggest year in our history, even exceeding the year which is now drawing to a close and which, our records show, has far excelled in every way any previous year in which we have participated.

C. L. Marshall Co., Detroit, Mich. By C. L. Marshall:

The most pronounced feature of this year's business condition, according to my impressions, and this refers not only to the phonograph business, but other manufactured lines, is that the real worth of merchandise is given greater consideration than for some time past, and prices must be consistent with the values. The price-cutting situation which existed for a period caused a reversal of the fundamental principle of buying and selling—price sold the merchandise, and the value and quality was given secondary consideration, if at all. This, naturally, affected legitimate lines, but with the reaction came the demand for well-made, reputable merchandise of value and quality at the right price, and the manufacturer who aspires to secure and maintain a standing and permanency for his product must be able to meet these requirements.

Business for 1923 has been satisfactory in all of our lines and the prospects for 1924 are good. The trouble is the most of us have been expecting the unusual, instead of the normal, healthy results of well-directed efforts. We expect an increase in our business for 1924, not from a change in conditions, but results from the effort we have put forth this year and the work we expect to do in this direction in 1924.

SOME RECORD SALE!

WESTFIELD, N. J., December 1.—William J. Rosen, proprietor of the Westfield Music Shop, 39 Elm street, this city, recently sold 600 Victor Red Seal records to one purchaser. The buyer has a record library of close to 1,800 numbers. His idea in buying so many records at one sitting was to avoid the necessity of later having to complete his library with double-faced Red Seals. All of the purchases were single-faced records.

MICA DIAPHRAGMS

Buy direct from the largest manufacturers of high grade India Ruby mica diaphragms. Clear Tone diaphragms.

Samples and quotations on request

HIRSCH MICA COMPANY
Flushing, Porter Aves. and Thames St.
BROOKLYN - - NEW YORK

CLEVELAND

Securing Sufficient Stock to Meet Big Christmas Demand Chief Problem of the Trade—Vigorous Drives Boost Sales—The News

CLEVELAND, O., December 7.—While jobbing interests and dealers, for that matter, are occupied largely with the problem of getting sufficient machines and records to meet the Christmas business which has already started, and is about ten days ahead of the usual holiday trade, both wholesale and retail interests are co-operating thoroughly to perpetuate the interest-sustaining factors that were started months before the holiday season.

This does not mean that wholesalers are neglecting to encourage the retailers with business-promotion plans, even through the now busy season. They want to feel reasonably sure that the dealer element will enter the new year with more new business immediately in prospect.

Columbia Booth at Better Homes Exposition

One of the recent unusual accomplishments in this connection was staged by the Cleveland branch of the Columbia Co. in a large booth at the Better Homes Exposition in Buffalo, where every new model of Columbia was displayed. The event was managed by M. H. Batz, Buffalo territory representative for the Cleveland Columbia branch. Through Mr. Batz a Buffalo newspaper sent a special letter to every person in the district whose income is \$5,000 or more, with an urge to especially look at the Columbia exhibit. It is now estimated that of the more than 60,000 persons who visited the exposition, close to 100 per cent of them did visit the booth, and were made directly interested in the new instruments. One of the largest prospect lists ever obtained for a single week's entertainment was acquired, which may be of aid to Columbia dealers later on.

B. H. Smith, formerly connected with the executive office of the Columbia Phonograph Co., has been placed in charge of the record department of the local branch.

New Eclipse Red Seal Record Poster

In keeping with the move to interest the people in the better music records, the Eclipse Musical Co., Victor wholesaler, has prepared a poster to feature Red Seal records. The first of these made its appearance December 1, picturing a scene from "Lucia," and proclaiming the remarkably low figure at which a double record with the Sextet from "Lucia" and the Quartet from "Rigoletto" may be had. These posters will be used by dealers in their windows.

Edison Tone-Tests Go Over Big

The tone-tests arranged for Cleveland zone Edison dealers by the Phonograph Co., Edison distributor, have gone over bigger than any similar previous effort, according to reports by dealers to E. S. Hershberger, secretary, who arranged this latest tour. More persons attended

these tests, and larger lists of prospects for new instruments were obtained.

Strong Campaign of Meier & Sons Co.

Credit for the greatest achievement by an individual dealer to obtain new business should go to the L. Meier & Sons Co., Victor dealers, who conducted a twenty-six days' campaign through November. It is now conservatively estimated that at least 50,000 persons were made directly interested in this campaign, through the giving away of numerous prizes and the two nights' appearance of Eight Popular Victor Artists at the Lyceum Theatre, where 3,000 persons alone heard and saw the people whose records they are familiar with. Special advertising was conducted in daily newspapers, street cars and the like, but the expense and effort are more than justified by the renewed interest in the talking machine. Of course, many sales were made, according to Louis Meier, and not a few of those resulted in larger machines being substituted for smaller machines before deals were actually closed. During the artists' appearance here they were entertained by Mr. Meier at the Hanna Restaurant and the Cleveland Athletic Club, where leaders in the talking machine trade here were also present. During the first night of the artists' appearance the car schedule was upset by so many people going to the Lyceum Theatre that the street car dispatcher in that district had to order extra cars for the home-bound crowd.

A Helpful Christmas Suggestion

Since all dealers make a point of featuring records touching on or appertaining to Christmas, a helpful list of 500 such records has been prepared by the Cleveland Talking Machine Co., Victor wholesaler, and many dealers had already filled their quotas of these records during the first week the list of numbers was distributed.

Colored Artist Booms Records Sales

In the matter of immediate business for the retailer the idea of the officials of the Cleveland Columbia branch in bringing Bessie Smith, noted colored artist recording for Columbia, to Cleveland, resulted in the biggest sale of records of all kinds to colored folk that retailers who cater to them ever did in one week. Miss Smith appeared at the Globe Theatre, which was packed hours before the performance started.

L. S. McLeod Now a Benedict

Though record-making artists may not have done show work, some of them know what doubling in brass means, and to a certain extent one Bennie Krueger, orchestra conductor extraordinary, did that same. Mr. Krueger was acquired by local Brunswick executives to put on a Brunswick week for the George S. Dales Co. at Akron.

While thus engaged none other than L. S. McLeod, branch manager at Cleveland, had to go and get married. Miss Carmeta Mae Smith, Cleveland girl, was the bride. And Bennie Krueger, also Margaret Young, another Brunswick artist, were among the special guests at the wedding. Mr. McLeod held the news in abeyance from his associates in the Brunswick, but it came to light just in time for the staff to purchase a fine, large chair, in which, supposedly, he will take life easy henceforth.

Walter Camp Speaks at Luncheon

Among the recent weekly luncheon speakers at the Cleveland Advertising Club was Walter Camp himself, originator of the well-known "Daily Dozen." Mr. Camp spoke on health, and illustrated his speech with some of the principles outlined by his Health Records. Many dealers attended the meeting to get first-hand information on the subject, which they found valuable with the immediate increase of health record sales.

Important Sonora Dealer Helps

One of the important helps that already is bringing dealers returns on holiday business is the series of Sonora Christmas suggestions that are being distributed in this territory by the Sonora Phonograph Ohio Co. Many early machine sales have been closed through this medium already, dealers advise J. T. Pringle, general manager.

New Distributors for Diaphragm Co.

The Diaphragm Co., with headquarters in the Union Building, this city, is continuing to enlarge its territory for its violin spruce reproducer. H. C. Cooley, sales manager, announces the appointment of the Parker Phonograph Co., Seattle, for the Washington and Oregon territory, and W. R. Connolly, former Cleveland, of Eustis, Fla., as distributor for the latter State.

Record Cut-Out Plan Helps Dealers

When dealers need new records they must needs find space for them, and the so-called dead record stock must consequently be reduced. In this connection the local Brunswick organization is co-operating with Brunswick dealers by the installation of the Brunswick record cut-out plan, and many dealers in this territory already have been able to prepare their establishments for the newer and current music.

Adopt Machine Exchange Plan

Because of the difference of popular opinion on certain types of machines, and the fact that some dealers will have instruments that do not move readily, while other dealers could use just such machines, the Cleveland Talking Machine Co., Victor wholesaler, has adopted a machine exchange plan, so that those with such machine surplus may dispose of it, and those requiring the machines may have them. Lists of machines that are available for redistribution are being compiled by the dealers.

Many New Stores and Changes Reported

T. R. Buel, secretary, the Cheney Phonograph
(Continued on page 102)



Edison Blazes the Trail

First to produce a mechanical reproduction of sound.

First and Only Phonograph to reproduce the actual voice of the artist or tones of an instrument.

First in Service—Styles—Quality—Late Hits.

Originator of the Phonograph Industry.

Get acquainted with The New Edison—Hear it in your own store.

Write Now for a demonstration after January first.

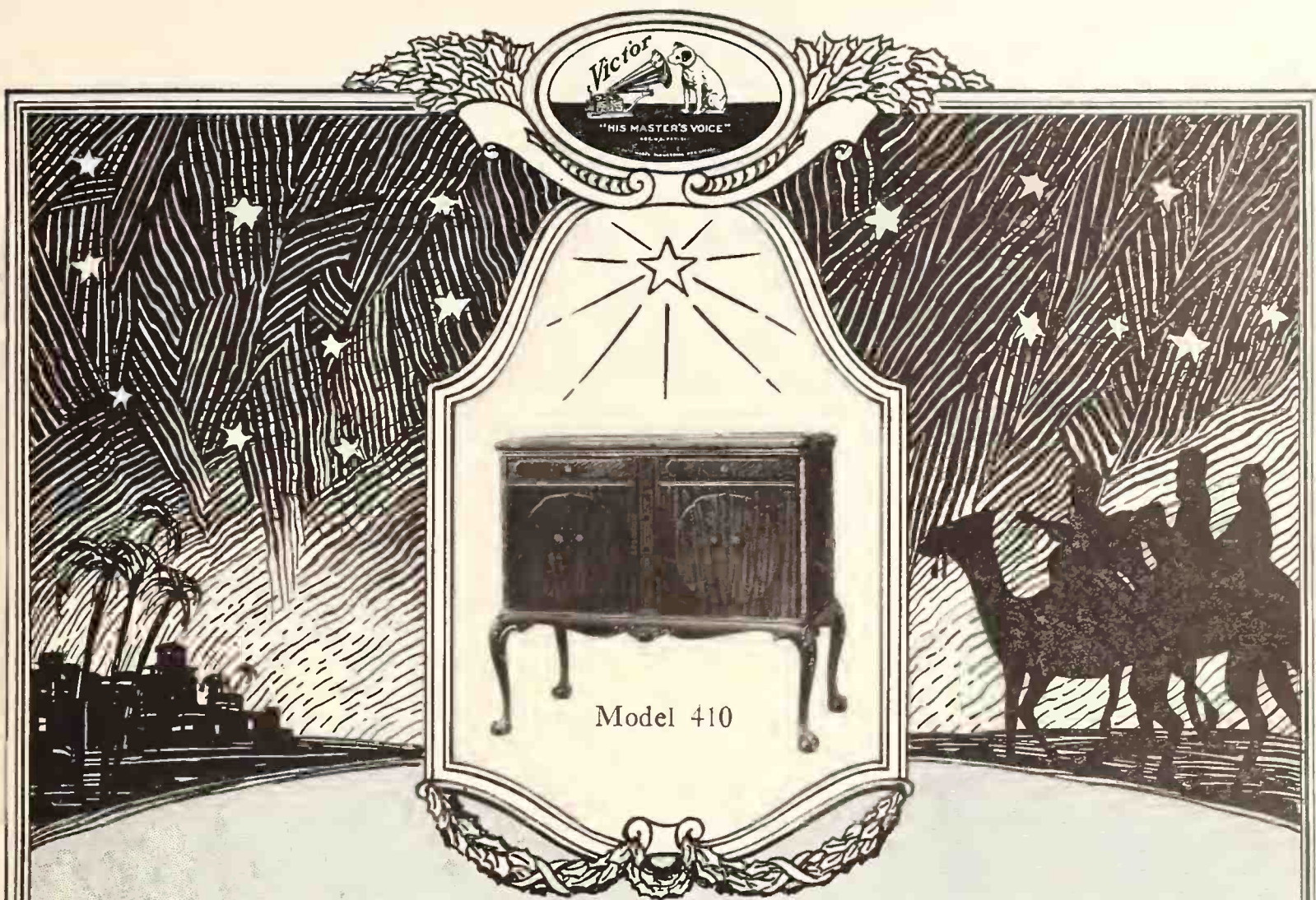
We are planning for many transfers of dealerships and additional representation during the coming year. Perhaps your town is on the list. Information will be supplied upon request.

THE PHONOGRAPH COMPANY

Exclusive Edison Distributors

Cincinnati, Ohio:
314 West Fourth St.

Cleveland, Ohio:
1240 Huron Rd.



When the question was raised as to the character of copy we should have in this issue, we felt we ought to tell you that our business relations with every individual Victor dealer have been really enjoyable to all of us.

We have tried to perfect **ECLIPSE SERVICE** to the point where everything would move with the certainty of the second. The moment your letters come into the office, they are opened and each and every order is dispatched to the shipping department immediately.

We are here to serve you—to get your shipments on the way the day your order comes in. Still we are not entirely satisfied. We want to make **ECLIPSE SERVICE** pronouncedly better in the future. Any suggestion you may wish to make is deserving of thanks. If you think conditions governing your business are not typical of the average, tell us about it. We may have a suggestion to offer. Our sole interest is in you as a Victor dealer because upon your success depends the greater success of our own organization whose services are at your continuous command.

Successful years are always crowned with a happier Holiday Season. May 1924 bring you the best there is in store.

THE ECLIPSE  **MUSICAL** ©
VICTOR WHOLESALERS CLEVELAND OHIO

These Song Hits are the talk of the town.

**"NO, NO,
NORA!"**

THE Foxtrot
Sensation

**"I
LOVE
YOU"**

The Melody
Song hit from
"LITTLE JESSIE JAMES"

**"LOVE
TALES"**

A fine swinging
FOX-TROT TUNE

"You can't go wrong with any FEIST song" ©

CLEVELAND FEELS INSTRUMENT LACK

(Continued from page 100)

Sales Co., announces the addition of the Zifter Music Co. to the Cheney line, and with plans for an informal introduction of Cheney for the near future.

Several new dealers for the Bush & Lane Duo Vox, in Pittsburgh, Akron and Warren, have been added lately by C. H. Kennedy, district representative for this instrument.

Brown Bros., an old-established firm that has been featuring Columbia for a long time, has moved into its new location on East Ninth near Prospect, this city. Dan Des Foldes and R. H. Smith, of the Cleveland Columbia branch, aided in planning the Columbia display for the opening, the largest individual display of phonographs

seen here in a considerable length of time.

More new Sonora dealers are announced by J. L. Du Breuil, sales manager, the Sonora Phonograph Ohio Co. These include Andrew Motika and Dunn's Music Store, in Cleveland, and Fred Bailey, at Washington Court House.

The Frazell Music Store, Toledo, is rebuilding its entire first floor in connection with the introduction of the new line of Columbias, and following the completion of new hearing rooms and other improvements, may hold an informal opening. The Arnsen Furniture Co., Niagara Falls, also has added the new line of Columbias.

Jacob Weinheimer's Sons, Syracuse, N. Y., one of the largest retail establishments in that vicinity, is a new Brunswick dealer to be added to the Cleveland district list.

New Cheney retailers enrolled in the last few

weeks include the L. Kline Music Co., New Kensington; Pennsylvania Salt Manufacturing Co., Natronia; D. B. Rouret, Curwensville, and the Hirshberg Furniture Co., McKeysport, all in Pennsylvania; Spense's Music Co., Columbus; Findt Music Co., Steubenville; T. E. Rice Piano Co., Wooster, and Fred C. Klopfer, Bucyrus, O.

New Edison dealers include E. W. Muntz, Cleveland; East End Furniture Co. and Michigan Furniture Co., Youngstown.

Additional Sonora dealers in the southern Ohio territory announced by Carl E. Kraner, Sonora Phonograph Co. Ohio representative, include A. Steinkamp & Co., Portsmouth, and C. J. Breslen, Cambridge, O.

The Bernstein Piano Co., this city, has acquired the Victor business formerly held by the Deutsch-Crane Co.

ALBANY

Christmas Gift Sales Keep Retailers on Their Toes—Expect Sales Records to Be Shattered

ALBANY, N. Y., December 8.—That holiday business is good is plainly evident by the activity noted in all the music stores. This condition exists throughout northeastern New York, according to N. D. Griffin, manager of the American Phonograph Co., distributor of the Edison. During the past month nine new dealers have placed large orders for stock and practically all of the old customers have placed orders greatly in excess of the corresponding period last year. Mr. Griffin obtained an abnormally large stock in anticipation of increased orders, but the December shipments will exhaust the supply of many models and deplete all others.

The holiday trade of the local dealers is expected to exceed all previous years, largely due to the Christmas clubs, which have been the means of placing hundreds of machines, so that by Christmas day there will be but few instruments left. With the opening of the month the Albany banks began the distribution of more than a half million dollars to Christmas club depositors and the music stores are getting their share of this fund for Christmas shopping. The Baker Music House is facing an acute shortage in machines, although the stock orders were slightly in excess of last year. The radio department has an excellent window display and this line is being featured. O. E. Kellogg, general manager, said that the advent of the radio made him apprehensive of a decline in the sale of talking machines and records, but the experience of the past year has shown it has increased business. "We are daily asked for records of pieces heard over the radio and find it is an advertisement of the new releases," said Mr. Kellogg.

Miss Mabel Rich, of the educational depart-

ment of the Victor Co., gave a demonstration in music appreciation in the third grade of School No. 12 as a part of the program of the seventy-eighth annual meeting of the New York State Teachers' Association in Albany held recently. Lists of records suitable for use in schools, issued by the Victor Co., were distributed among the teachers and many called at the local Victor stores for a demonstration of them. It is expected that music memory contests, with the aid of talking machines and records, will be instituted in schools that have not yet adopted the plan, as a result of this talk.

The Standard Furniture Co., of 112-114 South

Pearl street, has taken the agency for Sonora machines and is advertising them extensively in connection with the general advertising campaign of the Sonora Co. Practically all the furniture dealers and department stores here are handling both machines and records.

Pommer & Sons have installed an auto-phone amplifier at the store entrance and the latest Brunswick records are played daily, attracting the attention of shoppers.

The Central Talking Machine Shop, Inc., of New York City, has filed a certificate at the Secretary of State's office showing the adoption of the name of Retail Music Corp.

EDISON—

The Key to Opportunity!

Do you know that right now—this very day—in your town, the opportunity to develop a highly profitable Edison business is before you?

You should know—and you should act.

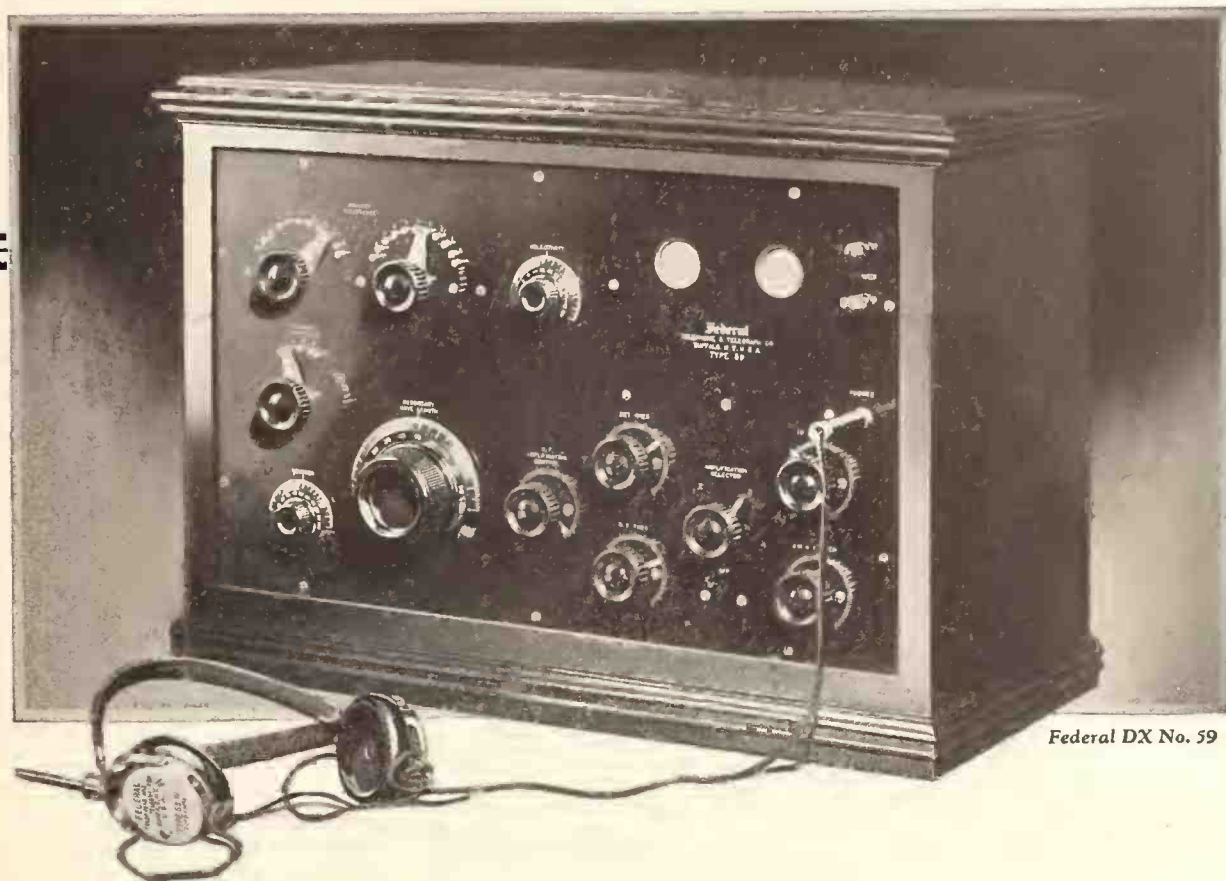
Nominate yourself for this opportunity of profit before it is too late. Find out all about this "once-in-a-lifetime" Edison sales opportunity.



Write or telephone today. Don't delay finding out all you would like to know about an Edison franchise.



AMERICAN PHONOGRAPH CO.
707-09 BROADWAY, ALBANY, N. Y.



Federal DX No. 59

Tune In!

The Buying Public is Calling You

FOR years the phonograph shop has been looked upon as headquarters of "entertainment for the home." This has meant profit for you and will continue to mean profit if you stock and sell dependable radio equipment as a logical and consistent part of your business.

Radio is no longer in its experimental stage. Do not let prejudice or disinterest rob you of profit which should be yours. Federal Telephone and Telegraph Co.,

is a corporation with a quarter century of sound success and with the highest financial rating behind its iron clad guarantee of performance on all radio sets and parts that bear the Federal mark. Simplicity of operation and the sturdy, dependable efficiency of Federal products make it unnecessary for you to be an electrical wizard in order to sell radio equipment.

Radio is "entertainment for the home". Make your store its headquarters.

Write today for the Federal proposition for phonograph dealers

Federal Telephone and Telegraph Co.

BUFFALO, N. Y.

Boston New York Philadelphia Chicago Pittsburgh
San Francisco Bridgeburg, Canada London, England

Federal

Standard **RADIO** Products

© 1923
Lev. Feist, Inc.

If we have one an-other — That's ev'ry-thing — The way we love each other — That's ev'rything

THAT'S EVERYTHING

"You can't go wrong with any **FEIST** song"

Everything That Makes A Wonderful **FOX-TROT**



C. C. HARVEY IN NEW STORE

New Building in Brockton, Mass., Was Occupied by House Early in December

BROCKTON, MASS., December 7.—The C. C. Harvey Co., which has been carrying on a general music business at 57 Main street, in this city, for a long terms of years, moved on December 1 to its new building at 27 Legion Parkway, just around the corner from its present quarters. This new building, which has just been completed, consists of two floors which are occupied entirely by the C. C. Harvey Co. business. The first floor will be used for the talking machine department, and the second floor will be devoted to the piano and general musical merchandise department. New decorations and new fixtures, such as record racks, demonstration booths and record counters, have been installed. V. Merrill Jones, manager, is very enthusiastic over the new quarters, as they

give him double the floor space, and, in general, much more attractive warerooms. The C. C. Harvey Co. carries the Ampico, pianos and the Victor, Edison and Columbia phonographs.

HOLYOKE DEALER ENGAGED

HOLYOKE, MASS., December 7.—Announcement has been made of the engagement of Miss Bertha Jacobson, of Minneapolis, Minn., to Harry Wernick, of this city, which was announced at a party held in Silverman's Hall here the middle of November. Mr. Wernick is the live-wire head of the Holyoke Phonograph Co., which has handled Columbia products for a number of years. Many friends in the talking machine trade attended the party.

Separate departments for sheet music and phonographs are among the features of the recently remodeled W. T. Grant department store in Pawtucket, R. I.

MESKILL MUSIC SHOP OPENS

MUNCIE, IND., December 6.—The Meskill Music Shop, 109 West Jackson street, held its formal opening here recently. A. L. Huber, who is in charge of the store, has been identified with the music business about eighteen years. The record department of the store, which is owned by an Indianapolis concern, will be in charge of Miss Louise Huber, daughter of the manager of the store.

BRUCE MUSIC CO. CHANGES HANDS

DECATUR, ILL., December 7.—The Bruce Music Co., at 118 East William street, has been purchased by L. H. Nifong, formerly of Peoria, and R. W. Garecht, formerly of Springfield, who are opening the shop under the name of the Decatur Music Shop. The new firm will deal in Columbia phonographs and records and pianos.

Quality and Service

Quality No. 4 and No. 7 "Perfection" reproducer and attachment to play all lateral cut records on Edison Machines.

Quality No. 6 "Perfection" Universal Attachment to play all makes of records on Edison Machines.

Reproducers to fit Victor or Columbia Machines for playing "Hill and Dale" cut records.

Attachment Arms for Edison Machines.

All "Perfection" attachments in best quality—Antique Gold—Oxidized—
or Nickel finish.

Write for samples and prices.

H. H. AMBLER, President

New England Talking Machine Company

16 Beach Street

Boston, Mass.

The Trade in **BOSTON** and **NEW ENGLAND**

JOHN H. WILSON, Manager

324 WASHINGTON ST., BOSTON, MASS.

LIVELY DAYS IN TRADE AS BUSINESS HITS THE GRADE AND HOLIDAY SALES START IN EARNEST

Lethargy of November Replaced by Decided Activity in Retail Trade Circles—Short Business Period Before Passing of Christmas Sales Season Promises to Bring Up Sales Totals

BOSTON, MASS., December 7.—The talking machine trade has begun to find things rather lively. Almost on the first day of the month the tide of business distinctly changed; that is to say, while November was not what dealers had looked for, conditions are likely to be more than made up for this month, but it will mean a lot of hustling for there will be fewer selling days for the purchasers. In the end the volume of holiday business will be something of goodly proportions, it is predicted. The jobbers have been able to fill orders satisfactorily, except in some styles that have been in particularly heavy demand. In most cases the dealers have goodly stocks, which means that there will be prompt deliveries. With December's quota taken into consideration the sum total of the 1923 business promises to make a very good showing. One thing that dealers relate with few exceptions: the call for higher priced machines exceeds in volume that of any previous year.

New Strand Dealers Appointed

The Strand machine is now being carried by a great many high-grade dealers throughout the New England territory, and orders that are coming into Manager Erisman's office indicate that sales are now very large.

It is significant that when the Erisman Co. took on the Strand the names of forty dealers, leaders in the business, were selected as those whom Mr. Erisman especially wanted to carry this machine. Practically all of these forty now are doing a good business with this line. Among the most recent houses to sign up for the Strand is the Lothrop Piano Co., of Dover and Rochester, N. H.; the Taylor Furniture Co., 770 Washington street, Boston, where Manager Smith is going into the talking machine business on a big scale; the Garreau Home Furniture Co., of Pawtucket, R. I.; Gamer's Music Store, 965 Tremont street, Boston, which is carrying a complete line of Strands; the W. T. Burns Furniture Co., of Woburn; Louis Karelitz Furniture Co., of Peabody; C. J. Murphy, of Biddeford, Me., and the Wakefield Music Shop, Wakefield, of which Walter Davis,

formerly with Henderson's, is now the manager.

Hallet & Davis Activities

The Harvard-Yale football game was liberally attended by the Hallet & Davis Co.'s staff, for there were C. C. Conway, whose son, Norton Conway, is a member of the Yale freshman team; E. E. Conway, R. O. Ainslie and H. C. Spain. John Cotter, of this house, has lately moved into a new office on the third floor front, which is about the last word in handsome, comfortable furnishings. Lester Jones, who handles the talking machine end of the Hallet & Davis business, has been making trips through New England and New York lately in the interest of several types of machines which Hallet & Davis dealers have taken in large numbers.

Co-operated With Columbia Dealers

Mrs. Alice W. Graves, stock-keeping and record expert of the Boston branch of the Columbia Co., has returned from an extended trip through western Massachusetts and Connecticut, where she has been working in close harmony with Columbia dealers, developing their record department and featuring, through dealers' clerks, the unlimited possibilities of moving back numbers in the present catalog. Since her return Manager Fred E. Mann has received several letters from dealers in appreciation of Mrs. Graves' services in developing business.

S. M. Sugarman Convalescent

It will be good news to his many friends that S. M. Sugarman, treasurer of the Rosen Talking Machine Co., School street, is recovering from an operation for acute appendicitis. He and his son, Ben H. Sugarman, are important factors in the retail distribution of the Victor and Columbia lines of merchandise.

Oskenonton, Columbia Artist, a Visitor

Oskenonton, exclusive Columbia artist, paid a visit to the Boston branch of the Columbia Co. early in November while on his way to fill concert engagements in New England. His father and grandfather were great chiefs bearing the same name, and they spent the greater

part of their lives in the Grand River Reservation in Canada. By hereditary rights he bears the proud title of Chief of the Mohawk tribe. Dealers throughout New England are looking forward to very favorable sales of this Indian artist's records as the result of his appearance in different towns and cities.

A. C. Erisman Announces Radio

The A. C. Erisman Co., 175 Tremont street, has taken on radio outfits, Mr. Erisman having come to the conclusion that the time is ripe for dealers to carry complete outfits. In a letter which he is sending out to the trade he says by way of introduction: "At last, after two years of careful study, we wish to announce to the talking machine and music trade that we are now in a position to offer you the highest grade radio product obtainable." The sets, therefore, that Mr. Erisman is offering are the Colin B. Kennedy set, of St. Louis, and the Federal Telephone & Telegraph sets.

Already the Erisman store has disposed of a number of these sets, and certain demonstrations in the showrooms are attracting considerable attention. It is especially interesting that Mr. Erisman enjoyed the Harvard-Yale football game on November 24 through the medium of a Kennedy set, and he received the news of the various plays not only while the machine set on his desk, but even while he was carrying it from the showroom to his office, a distance of perhaps 150 feet.

General Phonograph Corp. Expands

The General Phonograph Corp. of New England, Inc., has now got nicely settled in its new executive quarters, but the location at 142 Berkeley street is the same, for it only is that additional space has been taken across the hallway. The new room, and a very large one, is numbered 303, and the windows look out on Columbus avenue. The old quarters are now entirely used for stock purposes and all the available room is needed, since Manager Smith's New England business is growing rapidly. Manager Smith says that the exchange plan lately tried out has worked most advantageously all around and dealers everywhere are taking advantage of it. The department has laid in a large supply of Okeh and Odeon lines for the holiday trade and it looks as

(Continued on page 106)

Season's Greetings

VICTOR dealers are to be congratulated upon the closing of a very profitable VICTOR year with its increase in business. It is in a spirit of appreciation that we extend to the trade our sincere wishes for a joyous Yuletide and a New Year full of prosperity and happiness.

OLIVER DITSON CO.
BOSTON

CHAS. H. DITSON & CO.
NEW YORK

Love of Good Music Is Not Limited to Any Class, Creed or Race

The NEW EDISON

Through its marvelous REALISM, bringing to actual LIFE the subtle personalities of the artist, perfect technique, the individual tone of voice and instrument, this

phonograph, The NEW EDISON, fully meets every desire of all exacting MUSIC LOVERS. It will bring increased patronage to every Edison Dealer's store.

FULL CABINET MODELS IN CONSOLE AND UPRIGHT DESIGNS, \$100 UP

Certain Localities Offer Dealership Opportunities. Write us.

THE PARDEE-ELLENBERGER CO., Inc.

Edison Jobbers for New England

26 Oliver Street

Boston, Massachusetts

Edison is FIRST with HITS

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 105)

though there'll be little left in stock by the time the dealers' orders have been filled. New dealers who are to handle these two lines of records are J. A. Bienkowski, of New Britain, Conn.; the Chicopee Novelty Co., of Chicopee, Mass., and Jac Anenberg, of Middletown, Conn.

It is interesting news that the General Phonograph Corp. is about to release a line of real Irish records which have been recorded in the Old Country. A line of Portuguese records lately released has been selling rapidly among the Portuguese of this city, who make up quite a large colony here. In the line of the classics considerable business is looked for in the records of great foreign artists which are to be had in the Fonotopia and Odeon lines. These records are of a very high class.

Installs Cheney in Radio Station

It is of special interest radiowise that the Shepard Stores, which do most of the broadcasting from this locality from station WNAC, has placed a Cheney talking machine in its radio studios and is using it exclusively for this work. The radio department has come to the conclusion that the Cheney records produce the best tone for broadcasting.

New Cheney Accounts

A concern to lately take on the Cheney line in New England is Brown, Thomson Co., of Hartford, Conn. Irving Caplan is the manager,

and he says his organization is well pleased with this machine. On the day that the initial order was received three machines were sold. Another concern to sign up for Cheney representation is the O. J. Gonya Bros Co., of Rumford, Me., which will carry this line exclusively.

Big Month for Sonora

The biggest month in any eighteen similar periods is the way that the business of November is characterized at the headquarters of the Sonora Co. of New England, and Tom Burke says that while large consignments of late models of Sonoras are coming into the stockroom it is difficult to keep up with the demand from dealers. The low-priced models, he says, are also in good demand and it is more than likely that there will not be enough for the December shipments.

Carbone Bros. Open New Store

On the first of the month Carbone Bros. opened a new talking machine shop at 482 Broadway, South Boston, known as Carbone Bros. Music Shop, Inc., and the conspicuous figure in the establishment is Prince Napoleon Carbone, a diminutive young gentleman, standing three and a half feet high, who has an international reputation, having traveled all over the world as a song and dance artist. He is a native-born Italian and has been in this country ten years and speaks fluent English. He

has appeared before thousands on the Keith circuit and has also been with circuses in this country. Prince Napoleon has three other brothers, Nicolo, Josef and Andy, the latter having been his manager during his public appearances. The Carbone Bros. also maintain a profitable store at 1443 Dorchester avenue,



Prince Napoleon Carbone

Dorchester, where the Victor line is carried exclusively. The store in South Boston is handsomely fitted up and business promises to be of unusually large volume, especially with the approach of the holidays.

Activities of the Burke Boys

Outstanding items of news anent the Burke boys, all associated with the Sonora house here, are that Joe has got a new Chalmers coach, of which he is justifiably very proud; that Tom took in the Yale-Princeton game and rooted, of course for the first-named college, since he has lots of friends in Connecticut; and that Ray has just returned from a good week in Maine, where he visited Bangor, Bath, Portland, Rockland and other places.

Popular Brunswick Releases in Demand

There have been some very popular releases lately in the Brunswick line of records and dealers looking to Kraft, Bates & Spencer for their consignments are sending in large orders for the big hits in the classical and popular catalogs. The new models of Brunswick machines, too, are finding a quick sale as the holidays are approaching. The Maurice Music Shoppe, of New Bedford, has just taken on the Brunswick line exclusively, and the indications are that Kraft, Bates & Spencer will have to send frequent invoices of goods, to judge by the way the initial order was disposed of.

We Serve New England!



THE speed and efficiency with which we have filled "rush" orders in the past is by no means impaired by the hustle and bustle of the present holiday season. The completeness of our stocks of Okeh, Odeon, Okeh Irish and Foreign Language Records is still maintained. Our prompt and efficient service is functioning as smoothly as ever!

We extend to our many friends and the trade in general our sincere wishes for A Very Merry Christmas and A Happy, Successful New Year!

General Phonograph Corporation of New England

142 Berkeley Street

Boston, Mass.

Okeh Records

Buy Okeh Needles They Keep Record Sales Alive!

Platt Spencer, of the traveling staff for the Brunswick, has just returned from a good trip in northern Vermont and Maine, where he found dealers most enthusiastic. Mr. Spencer is starting off again into Maine territory in a few days where, present reports indicate, business in the talking machine field is humming.

Eastern Co. Reports Busy Conditions

Herbert Shoemaker reports business very good for the Eastern Talking Machine Co. and adds that dealers, for the most part, took the company's advice and ordered their stocks early. He predicts that there will be a shortage in certain types, and already it is so with the 80 and 210 styles of Victors, which have been ordered very heavily by a number of the dealers. Mr. Shoemaker says the record business has been extremely large. The Eastern Co. has just signed up for a new representation out in Medford, the Medford Talking Machine Co., 19 Salem street, Medford Square. The store has been well stocked up with the Victor line of machines and records.

Robert Steinert Home From Europe

Robert Steinert, of M. Steinert & Sons, is back home from his European trip, on which he started early in October with his mother, Mrs. Alexander Steinert. "Bob" told The World correspondent that he spent most of his time in Paris, where his brother, Alexander L. Steinert, a coming figure in the musical world, is studying music, and that everywhere he went he found the French industriously occupied and imbued with a determined spirit to "come back." He said there were few idle people and there was a general air of cheerfulness throughout Paris and such of the environs he visited.

Restrained From Store Door Playing

The Supreme Court a few days ago in this city affirmed a decree of the Superior Court adjudging the Rosen Talking Machine Co., which is operated by Solomon N. Sugerma and his son, Ben S. Sugerma, guilty of contempt in violating an injunction restraining them from playing machines in their doorway or store in School street in such a manner as to be appreciably audible in stores on the opposite side of the street. In an opinion the Court says: "Courts will not permit defendants to evade responsibility for violating an injunction by doing through subterfuge a thing which is not in terms a violation, yet produces the same



At the end of a big Victor year we extend the compliments of the season to our many friends and trust that 1924 will prove a still greater year for Victor sales than 1923.

The Horton-Gallo-Creamer Co.
Victor Service Specialists
 NEW HAVEN, CONN.

effect by accomplishing substantially that which they were enjoined from doing."

H. H. Ambler Actively in Charge

H. H. Ambler, who recently purchased the business of the New England Talking Machine Co., has energetically taken hold of the details and is already putting into execution many well-laid plans for the future development of the business. Mr. Ambler is an indefatigable worker and a thorough business executive. Under his management it is safe to predict a bright future for the company. He has adopted for his slogan "Quality and Service." In addition to more extensive advertising, a series of follow-up letters have been prepared, the first of which was mailed recently to 5,000 dealers. It

is Mr. Ambler's intention to keep closely in touch with the trade, both by letters and personal calls, and just as soon as all details are satisfactorily arranged at the headquarters of the company he will personally call upon the trade as time permits. He considers of prime importance, however, the quality of production and to this end of the business he is giving particular attention. He has placed in charge of production R. E. Chesley, who occupied this important position under the former management. Mr. Chesley has been familiar with this work for several years and has a thorough knowledge of all mechanical details.

Death of R. L. Freeman's Father

Victor jobbers and dealers will be sorry to learn of the loss that has come to R. L. Freeman, director of distribution for the Victor product, whose father passed away in Nova Scotia. Mr. Freeman passed through Boston on his way up to the Province and, following the funeral of his father, he brought his mother back with him to the States. The local trade pleasantly remembers meeting Mr. Freeman several Summers past as he has journeyed thither on his way to Nova Scotia to spend his vacation with the old folks.

Kenneth E. Reed Optimistic

Kenneth E. Reed, wholesale Victor manager for M. Steinert & Sons, voicing his views of trade conditions, said a few days ago that the present indications point to one of the finest Decembers in the history of the business. While admitting that business had been a bit quiet and not exactly what it should have been in November, nevertheless, he said it would gather strength and in fewer business days than usual would in the end make up for lost time in a most positive manner. That is to say, there would be a large volume of business concentrated in a shorter period of time, and this would mean that there will be a real Christmas rush toward the end of the holiday season.

Many Visitors to Steinert's

Boston visitors at the Steinert Arch street store, all of them Victor dealers, have been Miss Jane Hennessey, of the Tilton Furber Co., of Providence; Earl La Roe, of La Roe's Music Store, of Woonsocket; Herman Fleischman, of Marcellus Roper Co., Worcester, and who is

(Continued on page 108)

KRAFT-BATES AND SPENCER INC.
 NEW ENGLAND DISTRIBUTORS

Brunswick
 PHONOGRAPHS AND RECORDS

New Brunswick Records Every Day

No waiting now for Brunswick records—they come NEW EVERY DAY. A constant stream of the novelties in music to bring customers into the store of Brunswick dealers every day, instead of once a month.

Always something in advance to play for the record customer. The public is pleased. The sales of records prove it. Dealers like it. Their profits prove it.

Brunswick records can be played on any phonograph. Brunswick phonographs play all records.

KRAFT, BATES & SPENCER, Inc.
 80 KINGSTON STREET, BOSTON, MASS.
 New England Distributors

Steel Needles Motrolas Record Brushes Khaki Covers



THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 107)

pleasantly remembered as one of the old staff of the Steinert house; J. H. Barney and Frank Hale, of Barney's Music Store, Newport, R. I.

Dodge & Gardner Expand

A piece of out-of-town news just gathered is that Dodge & Gardner, of Plymouth, N. H., have lately purchased the Victor business of A. F. Burt & Co., so that now this concern has stores at three New Hampshire centers—Littleton, which is the company's headquarters; Woodsville and Plymouth.

Adds to Floor Space

The trade also will be interested to learn that Fred Gardner, of Gardner's Temple of Music, Lawrence, has added to his space by taking the second floor of the building where he is located, this extra accommodation being made necessary by increased business.

Peter McInerney Promoted

Peter McInerney, formerly of the dealer service department of the Boston branch of the Columbia Co., has been promoted to the post of supervisor of merchandise and will care for the supervision of record stocks and inventory. He brings to his new work a wide knowledge of the needs of the dealers, as well as their problems, and he is one of the most popular of the younger men in the local talking machine business. Pete, by the bye, is to be a January bridegroom.

Columbia Sample Record Popular

The special demonstration record which the Columbia Co. released recently has proved immensely popular in the New England field. The enthusiasm of Columbia dealers is a guarantee of the successful presentation to the public of one of the most important developments of record manufacturing since the Columbia gave the public the double-faced record.

Celebrates Silver Wedding

Henry Kahn, proprietor of Kahn's Music Shop, 636 Washington street and 22 Harvard

place, Boston, and who is widely known in the trade, lately celebrated his silver wedding anniversary. Mr. and Mrs. Kahn received many congratulations from friends in the music industry.

Visitors to Jerome H. Remick Co.

Two recent callers at the song shop of Jerome H. Remick Co., 168 Tremont street, which handles the Columbia exclusively, were Solomon and Richard Howard, the composers of "Oh, You Little Sun-uv-er-gun." They were here to listen to their number recorded on the New Process Columbia by Ray Miller and His Orchestra.

Eight Victor Artists on Tour

It will be good news in New England that the Eight Favorite Victor Artists, as they are now called, are to be in New England this month. They appeared at Fall River on December 6 and at Waterbury on December 7, with other dates to be announced later. Their tour is being managed by M. Steinert & Sons.

Okeh Artist Broadcasts

P. J. Gaffney, one of the Okeh artists, has had his musical ability well popularized through the medium of the WNAC broadcasting station, which is the Shepard Stores, in this city, and he lately got a letter from as far away as Montana testifying to the enjoyment derived from hearing him. He is now in New York making some new recordings.

Joe Burke in Gotham

Joe Burke, of the Sonora Co. of New England, has just gone over to New York to attend a jobbers' conference relative to the 1924 Sonora models.

Radio Sport News Get 'Em

The C. C. Harvey Co.'s Boylston street store attracted a large crowd on the afternoon of the big Harvard-Yale game when a Zenith radio set announced the continuous news of the game in the doorway of the store, which was

jammed during the entire period of the game.

Winthrop A. Harvey, of the C. C. Harvey Co., is back home from a Southern trip which he and Mrs. Harvey took as far as South Carolina. Soon after New Year's Ernest A. Cressey, of this house, and Mrs. Cressey plan to take a trip to the Middle West.

L. M. Coates in New Post

Louis M. Coates has lately been added to the staff of Kraft, Bates & Spencer, filling the important post of credit manager.

Miss F. E. Adams With Erisman Co.

Miss F. E. Adams, formerly in charge of the record department of the Atherton Furniture Co. at Brockton, has been engaged by Arthur Erisman to take charge of the promotion department of the A. C. Erisman Co. at his Boston store. Arthur C. Erisman was over in New York the middle of November, where he met the Strand factory managers.

Edison Trade Stocked to Meet Demand

Frederick H. Silliman, head of the Pardee, Ellenberger Co., Inc., Edison distributor for New England, speaks most enthusiastically of business conditions and, with the exception of perhaps two types of machines, he says the house will be able to take care of the trade. Dealers meanwhile responded to the call to lay in a sufficient stock early in the season, so it is not likely that there will be any eleventh hour rush to get goods.

Sales Drive at Henderson's

L. W. Scott, who is in charge of the talking machine department of Henderson's, Boylston street, has been busy with a special sales drive the past week. Mr. Scott says the indications are good for a lively holiday season.

Shepard Enlarges "Talker" Department

Because of extensive alterations in the piano department of the Shepard stores, which have entrances from Tremont and Winter streets and Temple place, there is to be considerably



FOR the markedly successful year which we are now closing, we voice our appreciation to our many friends. The whole-hearted cooperation of New England Victor retailers in the past has spurred us on to still greater efforts for 1924.

*We shall continue to prove that
"Steinert Service Serves."*

M. Steinert & Sons
Victor Wholesalers

35-37 Arch Street Boston, Mass.

Consult Us for Proposition on DeForest Radio Merchandise

more room devoted to the talking machine department, which is under the management of J. J. Moran, more familiarly known to the trade as "J. J." With the pianos thus out of the way to a floor above the line of Victrolas, Brunswicks and Cheneys will be shown to far better advantage than ever before. The holiday business in this department has started off very encouragingly.

Holiday Sales Grow at Prime's

The Prime Furniture Co., with an excellent location at the corner of Washington and Stuart streets, has just installed a talking machine department in a corner of the ground floor and this is in charge of Miss Laura Lawless, who formerly was associated with one of the Henderson stores. It is an exclusive Victrola shop and Miss Lawless says that she is finding quite a brisk business, which is rolling up as the days advance toward Christmas.

Doing Large Repair and Supply Business

Werrick Bros., who have been established in the phonograph parts and accessories business at 15 School street, this city, for the past five years, are carrying not only an extensive line of repair parts, but are jobbers of Brilliantone, Gilt Edge, Reflexo and Wall-Kane needles. Albums, delivery bags, envelopes and everything that goes with this line are also handled. Mr. Werrick, the sole owner of the firm of Werrick Bros., has been in this particular line for the past eighteen years.

Thos. W. Steele, of Hyde River, a Benedict

Thomas W. Steele, who has built up a very fine business in Victor talking machines, records and sheet music in Hyde River, Mass., was recently married, the happy bride being Miss Evelyn F. Atkins, of Somerville. He recently completed a very handsome home for himself and his bride. Mr. Steele has won quite a following in the community by his unfailing courtesy and attention to the interests of his customers. He was formerly in the talking machine business in Somerville where he also was very popular and successful.

The POOLEY



Model 225
\$120

Figured Mahogany or Walnut

POOLEY PHONOGRAPHS are established throughout the country today as one of the foremost and best selling phonograph lines on the market. This success has been attained through the quality of the product, the practical selling plan behind it and the splendid proposition offered to wide-awake, aggressive dealers. If you are a phonograph merchant who appreciates these important manufacturing and merchandising factors, you will find the Pooley agency the most valuable franchise you can possibly secure.

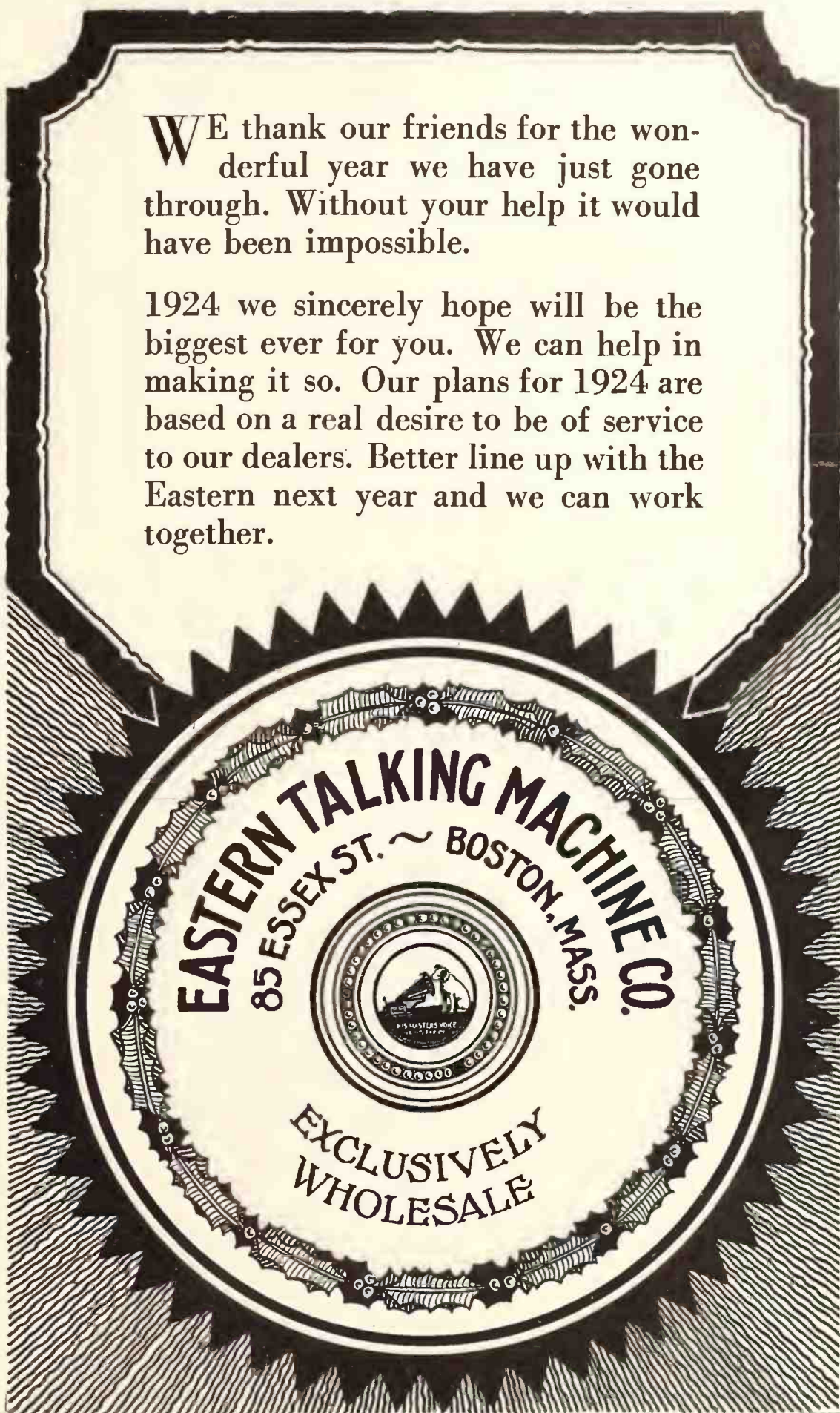
Write for further details

W. B. GLYNN
Distributing Co.
Saxtons River, Vt.

Distributor for New England States

WE thank our friends for the wonderful year we have just gone through. Without your help it would have been impossible.

1924 we sincerely hope will be the biggest ever for you. We can help in making it so. Our plans for 1924 are based on a real desire to be of service to our dealers. Better line up with the Eastern next year and we can work together.



OUTLET STORE SECURES POOLEY MEDFORD TALKING MACHINE CO. OPENS

PROVIDENCE, R. I., December 4.—The W. B. Glynn Distributing Co., Saxtons River, Vt., New England distributor for Pooley phonographs, closed a contract recently with the Outlet Co., of this city, whereby this well-known store will handle a complete Pooley line. H. G. Russell, manager of the Outlet Co.'s phonograph department, is very optimistic regarding the sales outlook for the Pooley phonograph and an extensive sales campaign has already been started in behalf of these products. The W. B. Glynn Distributing Co. is planning to co-operate with this well-known department store in every possible way in developing Pooley business.

A charter of incorporation under the laws of California was recently granted to the Compton Music Co., Compton, Cal. The concern has a capital stock of \$25,000.

MEDFORD, MASS., December 4.—The Medford Talking Machine Co. recently opened very attractive quarters on Main street, this town, in a new building recently completed. New fixtures and record racks and counters have been installed as well as sheet music racks, all in pale gray finish. The indirect system of lighting gives the store a very beautiful appearance. There are also two large show windows with a special lighting system, while a large electric light sign has been erected over the front entrance to the store, which can be seen blocks away. The establishment is in charge of Miss Marjorie Limoges, who is a talented musician and widely known in Medford. This concern handles Victor talking machines and records.

A. D. Chatelle, music dealer, Warren, Ill., has opened a branch in Freeport, Ill.

Starr
PHONOGRAPH
"The difference is in the tone"



STYLE X



The Gift That Lives

You are certain to give pleasure if you give all those near and dear to you the privilege of hearing the music they like whenever they wish.

You may accomplish this with one gift—the gift of the Starr Phonograph. It is all artists, all instruments. You will find the Starr Singing Throat of Silver Grain Spruce *reanimates* any record and invests it with a rare charm such as you never before enjoyed.

The Starr plays and betters all records. A hearing will convince you. Hear all phonographs and then hear the Starr to experience a new delight. The new Gennett Records also offer you a new musical sensation. Hear both at the Starr Dealer. No obligation whatsoever.

THE STARR PIANO COMPANY Richmond, Indiana

NEW YORK	BOSTON	CHICAGO	LOS ANGELES	BIRMINGHAM	DETROIT
CINCINNATI	CLEVELAND	INDIANAPOLIS	JACKSONVILLE	LONDON,	CANADA

THE TWIN CITIES

Machine Shortage Is Serious—Columbia Expansion Evident—Many New Edison Dealers—Prize-winners at Lucker's—Month's News

MINNEAPOLIS and ST. PAUL, MINN., December 7.—Wholesalers and dealers here are experiencing a distinct shortage of the popular types of machines—a shortage which will adversely affect holiday business. Dealers who have ordered conservatively are finding that they underestimated the demand. Wholesalers, in turn, are unable to get more deliveries from the factory, and as a consequence December sales, while they will undoubtedly be good, will not be as gratifying as they might be. Country business is showing surprisingly good results. Mail orders are arriving in hordes daily to Twin City jobbers from the small towns and agricultural districts.

Shortage of Victrolas

At the George C. Beckwith Co., Victor distributor, Charles K. Bennett, general manager, said: "This is the first time in my business experience that I have seen merchandise run out so early. The extreme shortage is due to the fact that the dealers have let their requirements go until the last minute. Practically every dealer has been playing 'safe' and been overconfident that the jobber would be able to supply the goods when wanted. We have letters from widely separated sections of the country asking for large orders which we are unable to fill."

Beckwith's is finding not only a shortage in Victrolas but also in the new double-face Red Seal records. The firm has not a single Victrola in stock from \$25 to \$200, the only models with which they are supplied being some at \$250 and \$300 and the more expensive Gothic and Chippendales. "The country business," according to Mr. Bennett, "is particularly active with the popular priced uprights. November has been a bigger month than the preceding month and of November, 1922. If we had had the stock we could have done \$100,000 more business." Children's records are going well now before Christmas, Beckwith's having just received a supply of envelopes for these juvenile records. They are most attractive.

Columbia Co. Activities

The Columbia Phonograph Co. is finding a

decided improvement in business, according to R. C. Tanner. The Columbia business is fine in Iowa, Wisconsin and parts of Minnesota, but not as good in North Dakota and South Dakota. Mr. Tanner says collections in the country have been very slow and remarks the particular demand for \$150 to \$200 consoles.

W. L. Sprague, head of the company, returned at Thanksgiving time from Green Bay, Wis. Previously Mr. Sprague was in Chicago where he met Robert Porter, of New York, field sales manager of the Columbia Co. The 25,000 25-cent records which the Columbia distributors here received have met with a phenomenal success.

The Dayton Co., one of the largest Minneapolis department stores, has just taken on the Columbia line. Other new accounts include the Chambers Music House in Mason City, Ia., and Woodford & Bill, Green Bay, Wis.

Edison Demand Booming

Mail orders are swamping the Lawrence H. Lucker Co., Edison distributor, and the firm is experiencing a big shortage in the \$100 and \$175 models. The company is finding the country business big, although the Minnesota Phonograph Co., the local Edison retail store, is doing only fair business—rather surprising for the season. About 1,000 inquiries have resulted from the ad which the Lucker Co. ran in five farm papers advertising cylinder records. The Minnesota Phonograph Co. has been kept very busy filling the resultant orders.

New Edison accounts include: Will W. Hazleton, Calmar, Ia.; J. L. Kroeger, Wheaton, Minn.; A. Lowy & Son, Silver Lake, Minn.; T. A. Hein, Dodge Center, and Erickson & Morken, Watson, Minn.

Visitors to the Edison offices during the month included William K. Koesel, Richardson, N. D.; A. J. Hockenhall, Tracy; Dr. J. B. Thompson, Arthur, N. D., and Charles Kelly, of F. S. Kelly Furniture Co., Duluth.

Miss Pernelle Michelson, head record girl of the Minnesota Phonograph Co., was recently married. As Mrs. Bethke she will remain at her post until the New Year.

A. L. Toepel, of the Lucker Co., proved his piscatorial prowess by winning first prize, a \$25 South Bend reel, in the contest for big fish recently conducted by the Warner Hardwood Co. Mr. Toepel's catch was an 18-pound pike, caught at Whitefish Lake, which measured 43 inches. Mr. Toepel was one of the trio of Edison fishermen pictured in the August 15 edition of *The World*.

Shortage of Cheney Phonographs

Edward G. Hoch, of the Edward G. Hoch Co., Cheney distributor, says: "Our firm is finding business far in excess of last year. If we maintain the same degree of prosperity, it is my opinion that the Christmas sales will greatly exceed last year's. We are selling more medium-priced than high-priced machines."

Mr. Hoch has just returned from Chicago, where he attempted to increase his order of Cheneys, but found it impossible, because everything is sold and the company cannot spare more merchandise.

"Doc" O'Neill a Busy Traveler

"Doc" O'Neill, of the Brunswick Co., returned this week from Chicago. Before Thanksgiving he made a trip to Montana. The Brunswick line has just been added at the Golden Rule. W. F. Cooper, mechanical man with the Brunswick Co., recently visited the Twin Cities.

J. J. Hayes Opens Store

J. J. Hayes held a successful opening at his store in Austin, where he carries Victrolas and Brunswicks. About 2,500 people visited the place, and Mr. Hayes gave away 55 dozen carnations and chrysanthemums. The firm secured many prospects on the opening day.

News Gleanings

C. C. Hicks, Minnesota representative for the Victor Co., left to-day for Philadelphia to spend the holidays. He will be away six or eight weeks.

Fred Strum, of the Beckwith Co., left this week for a trip through Wisconsin, having returned the last of November from a southern Minnesota tour.

George A. Mairs, formerly head of W. J. Dyer & Bros., Victor distributing business, is playing the dual role of manager of Dyer's piano and retail Victrola departments since Dyer's sold the wholesale business to the Beckwith Co. The former piano manager, Fred Miller, has left for Los Angeles, where he will make his home.

NEW ODEON AND OKEH ALBUMS

Special Album of Odeon Records for Holiday Season—Children's Okeh Album Also Ready

In order to stimulate the sale of Odeon orchestra records and to provide an unique Christmas gift, the General Phonograph Corp., manufacturer of Odeon and Okeh records, has placed three of the most popular twelve-inch Odeon instrumental recordings in a special album wrapped in holly paper for the holiday trade. This set retailing for \$4.00 makes a very unusual and most desirable Christmas remembrance that can be merchandised to excellent advantage by dealers during the holiday season.

As a special appeal to the little folks the company has issued an album of Children's Okeh records entitled "Fairy Tales of Long Ago." This set consists of three double-faced ten-inch records, presenting original arrangements of well-known fairy stories sung by Joseph Phillips. Elsie Jean, composer of children's songs and stories, has written the words and music for this interesting series of records.

OKEH ARTIST OPENS STORE

WILMINGTON, DEL., December 8.—John B. Wilson, Okeh artist, who has been associated with George Kelly's "Original Six Orchestra" for the past two years, has opened a music store at 912 Orange street under the trade name of the J. B. Wilson Music Co. The establishment has been attractively decorated and furnished.

1924—

A Greater Edison Year



Start 1924 with the resolution to make your music business profitable. The Edison line of phonographs offers you this opportunity.

Popular price models—Increased Discounts.

Quick turnover—timely releases of the latest hits—Exclusive Edison features—assures a steady, growing, money-maker.

The Edison Phonograph is a prestige builder. Makes your store the musical center of the community.

We have a very liberal proposition for the live merchants of the Northwest.

Write Now—Right Now

LAURENCE H. LUCKER

Northwest Edison Distributor

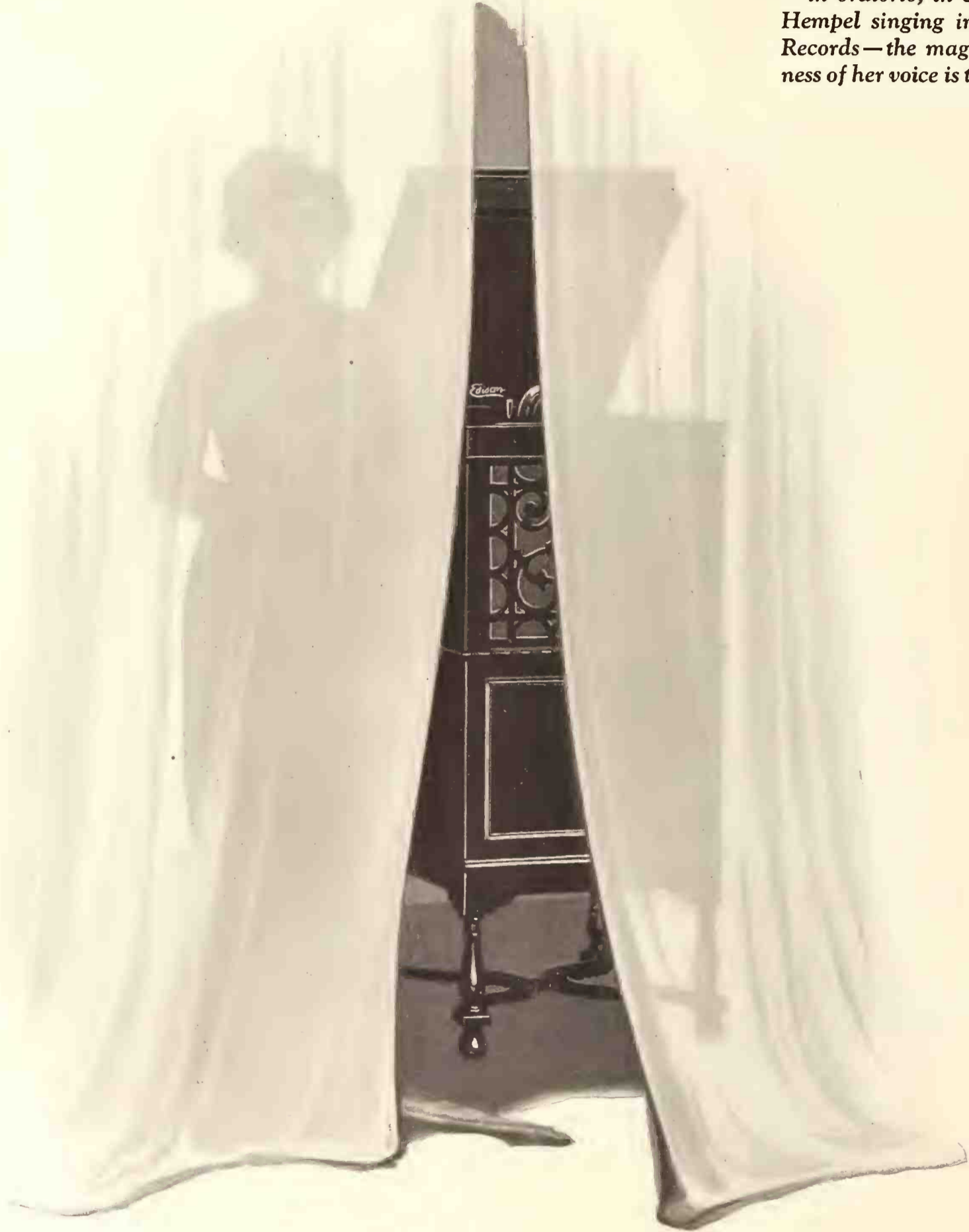
Established 1902

17 South Sixth St.

Minneapolis, Minnesota

Frieda Hempel's Golden Voice

HEMPEL singing in opera,
in oratorio, in concert—
Hempel singing in Edison
Records—the magic loveli-
ness of her voice is the same.



The **NEW**
P H O N O

Brought Into Your Home!

H EOPLE who have heard Hempel's glorious voice ask no explanation of her elusive, yet enduring charm. They only know that she sings straight into their hearts—songs they will never forget.

Few are privileged actually to see her exquisite personality—but every home may enjoy the privilege of receiving, in all save actual physical presence, the wondrous Hempel, idol of two continents.

For the New Edison Phonograph, product of Mr. Edison's genius and ideals, evolved only by years of research costing more than \$3,000,000, actually Re-Creates the voice of the living artist—with every golden tonal quality, every delicate shading unimpaired. It is the only phonograph which dares the final, conclusive test of comparison with the living artist.

Is it not significant that dealers who sell talking machines have selected the New Edison for use in their own homes?

THOMAS A. EDISON, Inc.
Orange, New Jersey



EDISON

G R A P H

IN PITTSBURGH

Retail Trade Active, With Machine Shortage General—New Dealers Established—Activities of Leading Companies—The Month's News

PITTSBURGH, PA., December 8.—With Christmas almost here there is unusual activity in talking machine circles here, with the result that all of the dealers are satisfied that there will be ample business for all who handle talking machines and records in the Steel City. Progressive retail dealers have co-operated with the advertising campaigns carried on in the daily papers by the Victor, Columbia, Brunswick, Edison, Starr, Sonora and Cheney companies. This has had the effect of increasing sales to a marked degree, and the outlook for holiday trade is exceptionally bright. This is especially true of the Victor line. It is generally known here that certain models of Victrolas are at a premium, and dealers who did not "stock up" with these popular models are unable to secure any positive assurance that they will be able to get new merchandise before the holiday sales start.

Many Orders for Christmas Delivery

That definite sales of talking machines and records for Christmas gifts have been made is shown by the number of machines and records that have been set aside to be shipped for delivery Christmas eve. These packages will bear the usual Christmas greetings and be decorated with yuletide trimmings.

"Kiddie Records" Popular

The Standard Talking Machine Co., Victor distributor, has placed on the market a very attractive set of "Kiddie Record" envelopes that are making a decided hit with dealers. There are four envelopes to a set. Each of the four is attractively lithographed in bright colors.

Joseph C. Roush, president of the company,

stated that trade conditions in the Victor line are most flattering and that the outlook for the holiday trade is exceptionally bright. Mr. Roush spent Thanksgiving Day with his daughter, who is at school in Birmingham, Pa.

Starr Co.'s Business Growing

H. C. Niles, of the Starr Phonograph Co., Starr Phonograph and Gennett record distributor, said: "We have had a very satisfactory volume of business during the past few weeks in the Starr line and our dealers report the same. Our several models are making a strong appeal to discriminating purchasers."

Gratifying Columbia Business

According to S. H. Nichols, manager of the Columbia Phonograph Co.'s Pittsburgh offices, the Columbia machines and records are having a "most gratifying sale." He is of the opinion that the holiday sales will show a marked increase over the same period a year ago.

Dealers Take on Edison

The Buehn Phonograph Co., Edison distributor, announces the following new Edison dealers: W. W. Espy Drug Co., Ben Avon, Pa.; Benjamin Music Shop, Vandegrift, Pa.; Roth Music Shop, Leechburg, Pa.; W. E. Capstick, Nant-y-glo, Pa.; C. E. Barnett, Caldwell, O., and the Reichart Furniture Co., Wheeling, W. Va.

The Pittsburgh retail Edison dealers are as follows: Boggs & Buhl, Lechner & Schoenberger, Gray & Martin, Columbia Music Co., Schroeder Piano Co. and the Braun Music Co.

W. F. Barnard, formerly of Norfolk, Va., has been added to the traveling sales staff of the Buehn Co.

L. C. Millheim, Edison retail dealer of Butler, Pa., who was seriously injured some time ago in an automobile mishap, is able to attend to business again.

Masses Like Good Music

Under the caption "Grand Opera and the Masses" the Pittsburgh Post thusly editorialized:

"The old question of the extent to which the masses appreciate the best in music is brought up again by announcement that a season of grand opera here will be preceded by lectures on the subject. It is a good idea from the standpoint of adding to appreciation of the music, but it is to be emphasized again that the taste for good music is born in many, requiring only cultivation. Dealers in phonograph records will explode all theories that grand opera has no appeal to the masses. Their sales records tell a different story. Grand opera records are going into some of the humblest homes."

Excellent Outlook for the Sonora

The outlook for Sonora phonograph sales in the Pittsburgh and adjoining territory for the Christmas holidays is reported as excellent, according to H. Milton Miller, manager of the Sonora Distributing Co. He said: "Our November business was brisk and showed an increase over the same period a year ago. It now looks as though we will not be able to furnish our retail dealers with the merchandise that they require for the holiday trade." A new Sonora and Aeolian record dealer is Cantrell's, of Beckley, W. Va. The Davis Drug Co., this city, has placed the Sonora on sale in its stores in Beltzhoover and Pittsburgh.

The Dawson Bros. Piano Co. has added the Cheney line. Starr phonographs and Gennett records are already handled here.

Columbia Branch Visitors

J. R. Daly, Columbia's representative in West Virginia and Southern Ohio, on a recent trip to Pittsburgh Columbia headquarters, reports that conditions in the music trades are very

Happiness and Prosperity

For the progressive Victor retailer 1924 gives every indication of being a year of success and prosperity. The VICTOR industry is stronger than ever before, with the future exceptionally promising.

The support of our dealers the past year is keenly and sincerely appreciated and for the coming year our organization will be admirably equipped to serve VICTOR dealers efficiently and well.

C. C. MELLOR COMPANY

VICTOR WHOLESALERS

Penn Avenue and Twelfth Street

PITTSBURGH, PA.



You Didn't Care When You Broke My Heart

(So Why Should I Care Now)

You didn't care when you broke my heart, So why

"You can't go wrong with any FEIST song"

© 1923 Leo. Feist, Inc.

PRINTED IN THE USA

favorable. Mr. Daly's numerous campaigns on the new machines and New Process record apparently have registered in a big way with the music dealers throughout his territory.

The local headquarters have been giving indications of great activities in the past few weeks. S. H. Nichols, manager, is being besieged daily by visiting dealers with congratulatory comments on Columbia's liberal record exchange arrangement.

The Howard Boys, Willie and Eugene, who conduct a Columbia Music Shop on the stage in the "Passing Show," renewed their numerous Columbia acquaintances on their recent Pittsburgh visit.

Crowds at Edison Tone-test

So many people were unable to gain admittance to the "tone-test" given by Miss Marie Morrissey, contralto, at Gettysburg, Pa., that her first appearance was cut short so that a second concert could be arranged. Miss Morrissey was assisted by Jacques Glockner, 'cellist, and Earl Beatty, pianist. They appeared at Gettysburg under the auspices of the local Edison dealer.

Music Dealer Logical Radio Salesman

Frank Dorian, of the General Radio Corp.'s Pittsburgh offices, reports an improvement in business. The company distributes the Strand phonograph and the Okeh records, as well as a full line of radio outfits of the General Radio Corp. Mr. Dorian stated that he was more and more convinced that the logical salesman for the radio line was the music merchant.

Brisk Player-Tone Demand

Sales of the several models, both console and upright, of the Player-Tone Talking Machine Co. are reported as brisk. I. Goldsmith, president of the company, stated that holiday sales are in keeping with the general business activity all over the country.

Shortage of Some Victor Models

Thomas T. Evans, manager of the C. C. Mellor Co.'s wholesale Victrola department, said: "Business is good, the only complaint is that we are unable to supply all of our Victor dealers with the amount of merchandise they should have." "Our business is better than we expected and our only regret is that we have not the several models of the Victor talking machines that are in great demand," was the statement of George H. Rewbridge, manager of the wholesale Victor department of the W. F. Frederick Piano Co.

Featuring Victor Weekly Releases

Geo. Swoger, enterprising Victor dealer at 921 Wood street, Wilkesburg, is using timely advertising announcing the new weekly Victor releases. Mr. Swoger prepares circulars and handbills featuring each week's hits and this advertising is making itself apparent in the increased weekly sales figures.

The Star Music Co., formerly located at 751A Sutter avenue, Brooklyn, N. Y., recently moved to larger and more attractive quarters at 433 Miller avenue, that city.

M. H. HOUSEL OPENS NEW HOME

Hundreds Inspect New Quarters at Opening—Victor Co. and Jobbers Send Best Wishes

WILLIAMSPORT, PA., December 8.—The new store of M. H. Housel & Co., at 141 and 143 West Fourth street, was opened this week and hundreds of people passed through the fine new home of the company and received a rosebud as a souvenir. The building which the store occupies has been remodeled, a new limestone front being erected with an attractive show window for the display of talking machines.

The interior of the Housel store is finished in ivory enamel. The display and reception room is at the front of the store. Ten hearing rooms and two large demonstration rooms are in rotation on either side of the storeroom. The repair room is located in the rear and will be in charge of B. J. Leavy. The record racks are located in the front of the store.

Huge baskets of flowers were sent to Mr. Housel by the Victor Co., Elmira Arms Co., Louis Buehn Co., of Philadelphia; Lycoming National Bank, Penn Phonograph Co. and the Standard Talking Machine Co., of Pittsburgh. A telegram was received from the Victor Co. extending best wishes to Mr. Housel.

OKEH ARTIST ON WESTERN TOUR

Miss Sara Martin, popular singer of Blues and other selections that are favorites with the colored race, is now touring through the West, and reports from Tulsa and Oklahoma City indicate that this exclusive Okeh artist is meeting with a most cordial reception. Miss Martin is giving three shows daily, and, according to the box office figures, standing room only is available.

Baim Bros. & Friedberg, Brooklyn, N. Y., have placed the Brunswick in their three stores.

The NEW EDISON
COMPARISON WITH THE LIVING ARTIST
REVEALS NO DIFFERENCE

Greetings

To our many dealers, old and new, we desire to express our appreciation for their valued patronage.

May this Christmas Season be the happiest and most prosperous you have ever enjoyed and may the coming year, 1924, prove to be the most successful in your experience.

BUEHN PHONOGRAPH Co.
EDISON DISTRIBUTORS
421 SEVENTH AVE.
PITTSBURGH

Mid-West Point of View

WESTERN DIVISION OF THE WORLD, CHICAGO, ILL., DEC. 9, 1923.

SINCE the last issue of *The Talking Machine World* there has been opportunity to look over business conditions in the general field in order to see what the fundamentals are and what is likely to happen during the rest of the Winter. No one who has the slightest ability in the way of analysis can doubt for a moment that these conditions are sound and very good. The critical months of October and November have come and gone, leaving us with statistics of the most encouraging kind. The bank clearings in the Chicago Federal Reserve District have shown an increase not to have been expected, while the general condition of the banks is remarkable in showing a vast increase in deposits of all kinds and unparalleled increases in loans and discounts. Just why there should be such a piling up of deposits may be hard to tell, just as it is equally hard to imagine why the contrast should be so great between wholesale and retail business during the last six weeks. For some reason retailers have been kicking at not doing quite so much business as they have felt themselves entitled to do during this period. But the sufficient answer is that the past six weeks have been Winter weeks only in name. Astronomically, the sun is on the descending node and within one week of the appearance of this issue of *The Talking Machine World* will be at his lowest point for the year. Yet we have had no Winter. "If Winter Comes," sang the poet to the great advantage of a recent fictionist, "Can Spring Be Far Behind?" No, it cannot; but when Winter has not come, Spring may be a long way off. And so it is. Our busy season is late in beginning; but it has finally begun. And when our season does begin, as this one is now beginning, it is invariably a busy one.

On a
Sound
Basis

AN industry may usually be judged by the kind of its merchandise; and the same is true of the talking machine industry. Essential as

The
Day of
Class

the popular priced goods may be at any time, the fact remains that the true position our industry holds in the national life is to be measured chiefly by the reaction of the people to our better class goods. The more high-priced talking machines and high-grade records are sold, the more it may confidently be said that our industry meets a need essential to the public welfare. It does, of course, meet such a need, but the more we are able to embody that meeting of a need in the very highest class of merchandise, the more successfully we can sell such merchandise, the better for our industry, the better for the public and the better for music appreciation in America. And, furthermore, the sale of high priced and artistic talking machines need not be unprofitable. There is not the slightest reason for believing or supposing anything so absurd. It is necessary, however, to point out the indubitable truth that the retail merchant tends always to be on the lookout for merchandise which will sell itself. The more nearly the stock on his floors comes to the automatic-sale ideal, the better he is likely to be pleased; and this for the most natural of reasons. But the truth is that if and when a merchant says that high-priced artistic talking machines and high-grade records are not easily salable, he is simply saying that he has not himself mastered the art of salesmanship. He has not studied the position of the talking machine in the minds of the American people and he is simply sacrificing permanent prestige and profit to immediate results, grasping at what is often a mere shadow instead of angling for the substance. The present time is one of unexampled development of the talking machine in every architectural and mechanical sense. Never have such fine-looking and fine-sounding machines been produced. Never has the opportunity been so great to establish the talking machine business on the soundest and most powerful foundations. It surely is not asking too much to ask the mid-West merchant to think always of how good a machine he can sell, not of how easily the customer can pick out something to suit imagined and poorly understood needs. Salesmanship never lets the untrained demand rule the sale. The people are ready to buy high-class goods. Why stand in the way?

THE talking machine trade in the mid-West has been happily free from the evil-smelling failures which have so often disgraced the annals of other industries, but it must be admitted that the observations made by Judge Kickham Scanlan of the Circuit Court before the credit men of Chicago a few days ago carry a moral which no one of us has the right to neglect. He told the credit men quite openly that a gang of crooked attorneys operates in Chicago to take advantage of the difficulties of commercial houses, especially in the retail line, which find themselves financially embarrassed, and by trickery and fraud to contrive to have their victims thrown into bankruptcy, to the end that the gang may enrich itself through receiverships and juggling of assets. Of course the unfortunate creditors are the victims, only less individually, and in the aggregate more, than the unhappy debtors themselves. The Judge pretty pointedly hinted that business men are mainly to blame for this state of affairs. They do not attend to their civic duties, they evade jury service, they do not even vote on Election Day. And then they have the effrontery to complain when things go wrong in the administration of civil and criminal justice. The Judge is right. It is the good business man, the eminent pillar of the community, the loving father and husband, the good employer, the upright dealer with his fellow-men, who allows all this sort of crookedness to go on, because he will not take seriously the duties his citizenship imposes upon him. Who is to blame? You and I! What are we going to do about it? Perhaps Referee Eastman could a tale unfold which would equal, if not surpass, the communications which the Ghost of Hamlet's father hinted that he could make, and he would.

What
the Judge
Thinks

THE wood-using industries, among which the talking machine trade is of course numbered, should be active in the effort now being

We and
Our
Lumber

made to revive the interest of Congress in the question of lumber conservation. What ten years ago was an amiable theory is to-day a fact of the utmost immediate importance. The question of lumber supply is to-day generally felt to be a matter of importance to the wood-using manufacturer only because of the constantly increasing costs and the unfortunate status of the supply of certain wanted species. It is, however, not going to remain in this merely inconvenient and annoying condition. It is rapidly becoming not merely irritating, but actually dangerous. It is rapidly becoming not at all a matter of price, but altogether a matter of supply. Certain species of lumber have already arrived at the point of exhaustion. Certain others are rapidly approaching that point. Depletion is imminent, exhaustion is almost within sight. The day, in a word, approaches when the American manufacturer will have to import his lumber. It is not a pleasing anticipation. Yet it is certain to be translated into fact unless forthwith is organized a definite national and State policy of preserving the present resources from untimely destruction by unsystematic cutting in response to unsystematic demand, as well as of promoting the growing of new forests to take the place of the old ones. Here the interests of the manufacturer of lumber and of the wood-using industries join hands. Here, too, the retail trade sees its own interests at stake. Here the forestry experts must meet the lumber men, and the public must see that fair play is rendered on both sides. The engineering profession is taking the matter up and will undoubtedly put its weight behind some legislation based on a combination of the two bills now in committee of Congress aimed at initiating a comprehensive conservation policy. The talking machine men are vitally interested in the settlement of this question. Any help that any individual can give should be given and a letter from every reader of this paragraph to his U. S. Senator asking him to give attention to the Capper bill would be a tremendous help in turning the thoughts of our representatives in Washington toward the importance of this question and the necessity of immediate favorable action to check the depletion of our lumber resources.

From our CHICAGO HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5242

EUGENE F. CAREY, Manager

TREMENDOUS SALES OF GIFT INSTRUMENTS AND RECORDS ARE FEATURE OF CHRISTMAS BUSINESS

Retailers and Jobbers Keep Manufacturers Busy as Holiday Buying Depletes Stocks and Orders for 1924 Goods Pour In—Surprising Demand for Portables—News and Activities of the Trade

CHICAGO, ILL., December 8.—With the long-looked-for Christmas season actually at hand, manufacturers, jobbers and dealers in talking machines are extremely busy. The retailers, in particular, report a tremendous demand for gift instruments and high-class records, as well as small goods, such as wind and string instruments and drums.

A month ago many manufacturers reported that they were working to capacity and for a time it seemed that this work was only being turned out for the holiday trade. However, this demand has been increasing rather than decreasing and it appears that dealers, expecting to clear out their present stocks and deplete their warerooms, are ordering heavy shipments to be on hand for the first of the new year.

From present indications we can look forward to a change in many lines during the coming year. Heretofore the heavy demand has been for Queen Anne models, but at present inquiries are for Tudor and William and Mary designs.

Many of the manufacturers have the following to say in effect regarding the coming change: Several years ago the manufacturers of high-grade furniture were centering their activities about the Queen Anne types of furniture, which action was reflected in the talking machine field,

so that the demand for Queen Anne models naturally followed. Some time ago, however, the high-grade furniture manufacturers began to boost Tudor and William and Mary designs. This action stirred up other manufacturers, who fell in line early. The introduction of talking machines designed according to these periods soon followed. Several large talking machine manufacturers, seeing the trend of demand for these newly introduced styles, took the cue and soon began to manufacture phonographs designed accordingly.

At present it looks as though several of the well-known manufacturers of high-grade tone arms are also contemplating more or less design changes in their product so as to keep up with the demand for new talking machine designs. However, it is not expected at this time that changes of tone arm design will be radical, but it is believed that the several specially prepared tone arm models will soon make their appearance.

Retail dealers are also reporting that there has been quite an increase in the sales of portable types of talking machines. It was known for quite a while that manufacturers were turning out large numbers of these instruments, but at the same time it was said that the dealers were not moving them as quickly as desired.

To-day, however, it seems that the dealers figure that this will be a real "portable" Christmas and have planned accordingly. Dealers throughout Chicago are reporting very satisfactory sales of portables and some of them have even begun reordering.

Towards the latter part of the month considerable attention was devoted by retail dealers here to radio and much interest was aroused throughout the trade in the activities of several well-known radio manufacturers in coupling their receiving sets with talking machines of well-known makes. Of course, no talking machine company actually came out and announced that the coupling of radio sets to its instruments would be a prominent feature with them. It is naturally to be assumed that these radio manufacturers purchased the talking machines of their own accord and incorporated their sets therein for the purpose of determining how the general public looks upon propositions such as this.

Needless to say, the interest aroused was greater than anticipated from a public viewpoint and it would not be surprising if before very long more than one talking machine company should make the announcement that such combinations as radio and talking machines were to become permanent features with them.

Factories Working for 1924

There has been a question in the minds of many in Chicago as to whether or not the present demand for talking machines will continue. Numerous persons were of the opinion that last-minute orders were being sent in by dealers

(Continued on page 118)

REDUCING COSTS 90%

People have come to know the value of the fibre needle. It sweetens the voice of the talking machine and to the record it adds longevity. Economy is the selling force that is increasing this demand. Show your next fibre needle customer a further saving of 90% on needle costs and sell him a L. & H. Needle Cutter. By its use, the needle will play ten records instead of one.

CUTS CLEAN

The L. & H. Needle Cutter does not slice—it makes a vertical down stroke and cuts clean. No minute ragged edge left on the needle. Tension spring leverage insures smooth action. Constructed of steel heavily nicked.

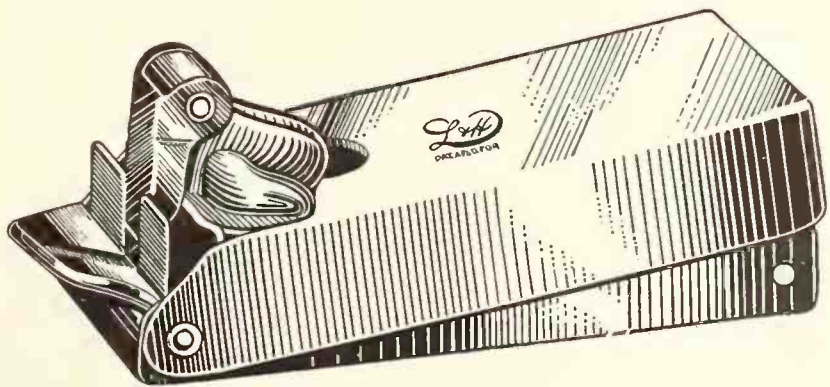
There is a generous profit in this instrument and it has established a reputation for being easily salable.

RETAIL PRICE \$1.50

LYON & HEALY

Everything Known in Music Founded in the Year 1864

WABASH AVE. at JACKSON CHICAGO



Order direct from your local distributor, or, if you prefer

CLIP AND MAIL

LYON & HEALY, Inc.,
Wabash Ave., at Jackson Blvd., Dept. H.
Chicago, Illinois.

Please ship immediately dozen Lyon & Healy Needle Cutters.

Name

Street

City State

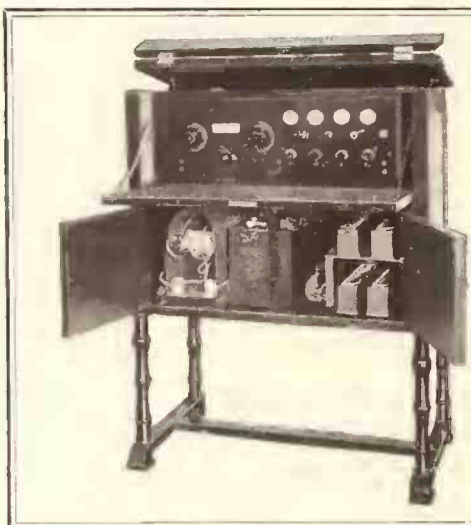
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 117)

and manufacturers were therefore trying to satisfy this demand by pushing their plants to capacity. However, when one stops to consider that a talking machine cannot be turned out overnight, but that it takes from weeks to months to complete it in any high-grade factory, he can readily understand that all these instruments are not being turned out for the Christmas season. A very striking bit of evidence proving that the manufacturers are looking steadily for 1924 delivery may be seen when one takes note of the activities of manufacturers who produce parts for the talking machines such as, for example, motors and tone arms.

One concern that is especially busy in turning out its product is the United Mfg. & Distributing Co., which, according to an announcement by H. L. Mills, vice-president and general manager, averaged a daily production of 1,160 motors during the first week of December.

Schiff's New Venture

H. T. Schiff, well known throughout the talk-



LAKESIDE No. 500 SET

Coast to Coast Reception

This High Grade Cabinet in Walnut or Mahogany, equipped with four tubes, is built entirely in our own plant, and enables us to meet all competition at rock-bottom prices.

Write for prices.

We can equip your phonograph with this apparatus.

LAKESIDE SUPPLY CO.

73 W. Van Buren St.

Chicago, Ill.

ing machine trade, announces this week that he has designed and made improvements upon a certain type of talking machine cabinets which he anticipates marketing under the name of

Radio Master. This new instrument will be a combination of talking machine and radio receiver and will come in four models, one of the main features being that no loop or other kind of aerial will be visible. Mr. Schiff wants it known that this improvement on his part will have nothing to do whatsoever or be in any way connected with the activities of the Vitonola Co., of which he is factory manager.

Art Kahn Recording for Columbia

News of Art Kahn's first recording is being welcomed by Chicago Columbia dealers with unusual interest. Having been connected with the Lubliner & Trinz Theatre syndicate, he has had a chance to appear in all parts of Chicago.

Art Kahn, when only nine years old, gave a concert at the Auditorium Theatre, the largest



Art Kahn and His Orchestra

theatre in Chicago. When thirteen, after having studied with Balatka and Heniot Levy, he received a diamond medal and a teacher's diploma for his piano accomplishments. When the dance music craze came along Art Kahn became connected with Lubliner & Trinz as general music director, in which capacity he is still engaged. He has a special dance orchestra combination in the Senate Theatre and it is this orchestra that made the following records for Columbia: "Sobbin' Blues," "Bit by Bit You're Breaking My Heart" and "Foolish Child."

Geer Repeater in Christmas Package

Last year the Walbert Mfg. Co. offered the holiday trade its well-known Geer repeater packed in a specially prepared Christmas box. At that time the demand was especially good for this special package and dealers, remembering the experience of last year, lost no time in ordering heavily so as to be ready for the Christmas trade this year.

Walter Huth, head of the Walbert Mfg. Co., also reports satisfactory sales of the Univernier knob, which is being manufactured by this company for the radio trade. Mr. Huth reports that in comparing the names on the sales list for the Geer repeater, which goes to talking machine dealers, and the Univernier knob, which goes to dealers handling radio, he is able to say that the number of talking machine dealers now taking on radio is constantly increasing, as many of the dealers who are taking on the Univernier at present are old customers.

Daily Phonograph Co. Chartered

A newcomer in the talking machine field here is the Daily Phonograph Co. which recently opened shop at 1917 South Western avenue to deal in talking machines and records. The company was incorporated for \$5,000 by Messrs.

(Continued on page 120)



For The New Edison



Showing Reproducer of Jewel Needle Equipment Turned Up to Change Needle; Also Position When Not in Use



Showing Reproducer of Jewel Needle Equipment in Position for Playing Edison Record With Fibre Needle.

Plays all types of records. Operates the same as the "EDISON" with the LEVER.

No adjustments necessary when changing from lateral to vertical cut records. Stop prevents swinging to the right.

Needle scratch almost entirely removed.

Turning back of Reproducer permits of easy access to needle socket and saves records from unnecessary scratching.

Is the ONLY equipment that plays vertical cut records with a Fibre needle in the proper "EDISON" position with the Reproducer turned FACE DOWN to the record, giving it a floating action.

Needle CENTERS on all records.

Straight air-tight construction and absence of movable joints insure perfect reproduction and great volume.

Pivoted ball-joint insures perfect reproduction and freedom of movement both vertically and horizontally.

Weight is the lightest that can produce perfect results, thus saving the record, and permitting a freedom and sweetness of tone considered impossible.

Indestructible NGM-Y-KA diaphragms do not blast, crack, split or warp, and are the greatest development in phonographic sound reproduction in years.

NOT
Just Another Equipment
BUT
a distinct improvement in
Tone Reproduction as well as
in Mechanical Construction
and Finish.
Send for descriptive circular
which contains "HINTS RE-
GARDING THE CARE OF A
PHONOGRAPH."
**WRITE YOUR EDISON JOB-
BER, HE HAS IT.**
Price the same. Liberal dis-
count to dealers.
**GUARANTEED IN EVERY
WAY.**
**MONEY BACK IF NOT
SATISFIED.**
We handle highest grade
Jewel Point Needles.



Showing Reproducer of Jewel Needle Equipment in Position for Playing Lateral Cut Records on Edison Phonograph



Showing Back View of Jewel Needle Equipment in Position for Playing Lateral Cut Records on Edison Phonograph

JEWEL PHONOPARTS COMPANY, 160 W. Whiting St., Chicago

FACTS ABOUT "MASTERCRAFT"

There's no monopoly on virtue in manufacture—product or distribution.

You can't "corner" creative imagination—and the faculty to sense public taste—in advance.

Speaking of phonographs—the final rigid test—is wide and repeated distribution.

"MASTERCRAFT" has stood that test.

We have no loud, smooth and oily pronouncements to make—voiced either in falsetto or bass.

A few simple truths are sufficient.

As manufacturers of phonographs only—we are the largest in the country.

We originate—create and develop our own instruments—known as the "MASTERCRAFT" line. They are distributed from Coast to Coast—from Canada to the Gulf—and touch some of the foreign ports of the world.

Our factories have up-to-the-minute equipment and facilities—handling large volumes promptly and efficiently.

Our artisans—carefully selected—are men of long experience and acknowledged skill in their respective specialties.

"MASTERCRAFT" instruments are priced rock bottom—and rock bottom means just that. Service based on Golden Rule—and a sales plan stiffly tried—and never found wanting.

Here's a sterling opportunity to make real money for the keen, alert and wide-awake business man.

But it takes *action* to get anywhere—so it's your move—

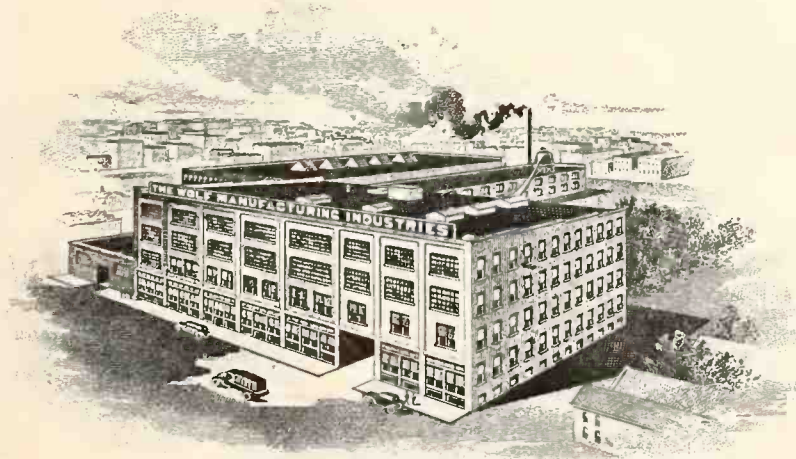
For just two cents.

THE WOLF MANUFACTURING INDUSTRIES

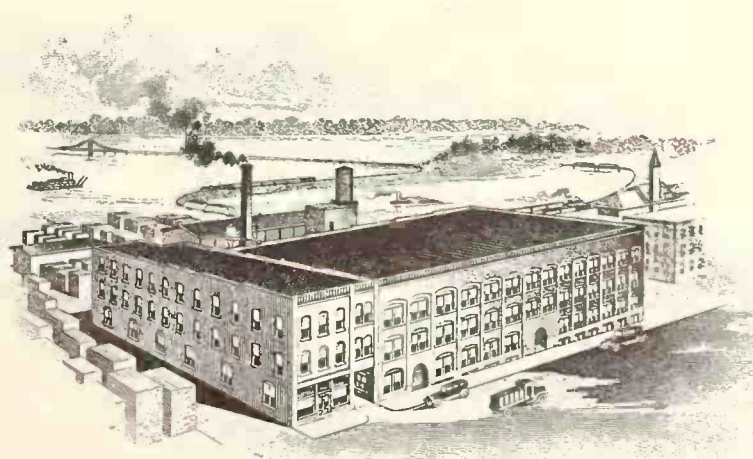
(Established 1890)

BUILDERS OF "MASTERCRAFT" PHONOGRAPHS

QUINCY, ILLINOIS



PLANT N°1



PLANT N°2

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 118)

W. H. Daily, J. W. Daily and Everett Sapp.
New Publishing Concern

A new concern in the publishing business in Chicago's field is the Garrick Music Sales Co., which is introducing several popular numbers of its own. These numbers include "Lost My Baby Blues," "Tell Me You'll Forgive Me" and "There Is a Sad Little Girl for Every Happy Little Boy," which, by the way, have been featured by many of Chicago's top-notch orchestras, such as Benson's Orchestra, of Chicago, under the direction of Don Bestor. The new concern at present is holding forth at 4040 Dickens avenue, but will soon take up headquarters in the Loop district.

Judge Scanlan's Interesting Information

In a recent talk before the Chicago Association of Credit Men, Judge Kickham Scanlan offered some very interesting information pertaining to bankruptcy. Judge Scanlan told his listeners to beware of dishonest lawyers, many of whom were connected with the so-called "bankruptcy ring." In his talk he pointed out that there had developed in Chicago a ring of dishonest lawyers who operated under the guise of a collection agency, which, as a matter of fact, was merely a decoy. The lawyers, through this decoy, would learn that a certain firm was in need of money and by hook or crook they would get a list of that firm's creditors and then offer to act for the creditors as collectors. Failing in this they would attempt to buy up the creditors' claims and if successful would then file a suit for bankruptcy. He also pointed out that sometimes these crooked lawyers would go to a firm that was hard pressed for money and offer their assistance and then ask for a statement showing the list of debtors which they would use in forcing a receivership, which would be followed by the wrecking of the firm and thereby cheating the creditors.

Barnett's Music Store Burns

Barnett's Paradise of Music, located at 11240 South Michigan avenue, the Roseland section



Model 400
\$160
Figured Mahogany or Walnut

There's Profits in Pooleys

The reputation of the Pooley Phonograph as a high-quality product is in line with its reputation as a profitable selling product. Dealers who have had experience with the Pooley Phonograph know that its superiority of figured veneers, its beauty of design, its solidity of construction and its wonderful tone make its selling franchise more than worth while.

Ranging in price from \$115 to \$250—the line sells steadily because its merit is outstanding. We have an unusually liberal sales proposition on this superior phonograph. The big selling season is right at hand. Write to us at once for full details—it will pay you well.

COLE & DUNAS MUSIC CO.
430 S. Wabash Ave. Chicago, Ill.
Distributor for State of Wisconsin

of Chicago, suffered an \$8,000 fire loss recently. The store is conducted by H. Barnett and represents both the Sonora and Vocalion lines, as well as the Gulbransen player-piano.

A New Hall Fibre Needle

For several months prior to his death the late Frederick D. Hall, founder of the Hall Mfg. Co., worked on and perfected a new style fibre needle which he felt would be far superior to his original product. Happily, Mr. Hall was rewarded for his efforts shortly before his death. The improvements which he finally worked out consisted of a hollow grinding process which took out the pulp sides of the needle and left the hard fibre edges which would last longer and play more records without repointing. Since the death of Mr. Hall the new management of the company has been producing samples of these new needles and sending them to friends in the trade for testing purposes and, after many months of this work, reports coming back to the Hall management have convinced them that

concave sides have accomplished the seemingly impossible task of preserving needle and record to even a greater extent than heretofore. So convincing have these tests proved that the management of the Hall Mfg. Co. has decided to slowly discontinue manufacture of the old design fibre needle and formally replace it with the new Hall hollow ground fibre needle.

Wendell Hall on Victor Records

Wendell Hall, known to practically every radio fan in the country as the "red-headed music maker," has returned to his post as head broadcaster at KYW station, Chicago, after a lapse of several months, during which time he made a tour of the country and played at many broadcasting stations. While in the East Mr. Hall signed up as an exclusive artist with the Victor Co. and recorded several of his most famous numbers, including "It Ain't Gonna Rain No Mo'," "Underneath the Mellow Moon," "My Carolina Rose" and several other popular songs which

(Continued on page 122)

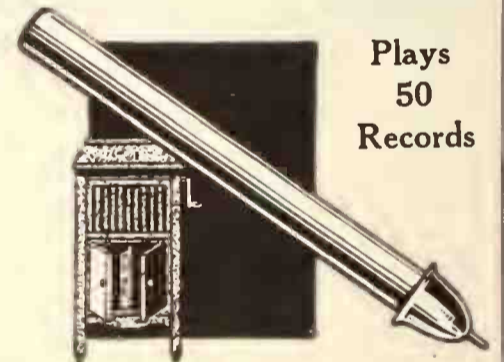


THE STANDARD NEEDLE OF QUALITY

IS

Tonofone

It's Playing Is Marvelous!



Plays
50
Records

Packed in attractive colored display cartons.

Gets all the tones without scratch or squeak—cannot injure the finest record.

Tonofone is not just an experiment but has stood every test—on the market over seven years.

Others may imitate—none can duplicate

TONOFONE SEMI-PERMANENT NEEDLES ARE NOW BEING SOLD BY OVER 8,000 DEALERS

If you do not have complete stock on hand, mail your order to the nearest wholesale distributor listed below

Retail Prices:

Box of 12 needles 25c

Box of 4 needles 10c

100 Per Cent Profit to Dealers

Export Representatives:

South Atlantic Export Co.
25 Broad St.
New York City, N. Y.

DISTRIBUTORS:

- Atlanta, Ga.—Atlanta Hiawatha Phonograph Co., 702 Austell Bldg.
- Boston, Mass.—Kraft, Bates & Spencer, Inc., 80 Kingston St.
- Boston, Mass.—The Lansing Sales Co., 170 Harrison Ave.
- Buffalo, N. Y.—Iroquois Sales Corp., 210 Franklin St.
- Chicago, Ill.—Cole & Dunas Music Co., 430 S. Wabash Ave.
- Chicago, Ill.—Consolidated Talking Machine Co., 229 W. Washington St.
- Chicago, Ill.—Illinois Musical Supply Co., 630 S. Wabash Ave.
- Davenport, Iowa—Davenport Phonograph & Accessory Co., 319-321 Brady St.
- Davenport, Iowa—A. P. Griggs Piano Co., 121 E. Second St.
- Detroit, Mich.—Consolidated Talking Machine Co., 2957 Gratiot St.
- Iowa City, Iowa—Brenard Mfg. Co.
- Los Angeles, Calif.—Walter S. Gray Co., 926 Midway Place.
- Los Angeles, Calif.—Munson-Rayner Corp., 643 S. Olive St.
- Milwaukee, Wis.—Yahr & Lange Drug Co., 207 E. Water St.
- Minneapolis, Minn.—Consolidated Talking Machine Co., 1121 Nicollet Ave.
- New York City, N. Y.—Plaza Music Co., 18 W. 20th St.
- New York City, N. Y.—Bristol & Barber, 3 E. 14th St.
- Philadelphia, Pa.—M. D. Swisher, 115 S. Tenth St.
- Pittsburgh, Pa.—Shibley-Massinghan Co., 949 Pennsylvania Ave.
- Portland, Oregon—L. D. Heater, 357 Ankeny St.
- St. Paul, Minn.—Northwestern Phonograph Supply Co., Ryan Bldg.
- San Francisco, Calif.—Walter S. Gray Co., 1054 Mission St.
- San Francisco, Calif.—Munson-Rayner Corp., 86 Third St.
- St. Louis, Mo.—Shapleigh Hardware Co.
- St. Louis, Mo.—The Artophone Corp., 1213-15 Pine St.
- Montreal, Canada—H. A. Bemister, 122 St. Antoine St.

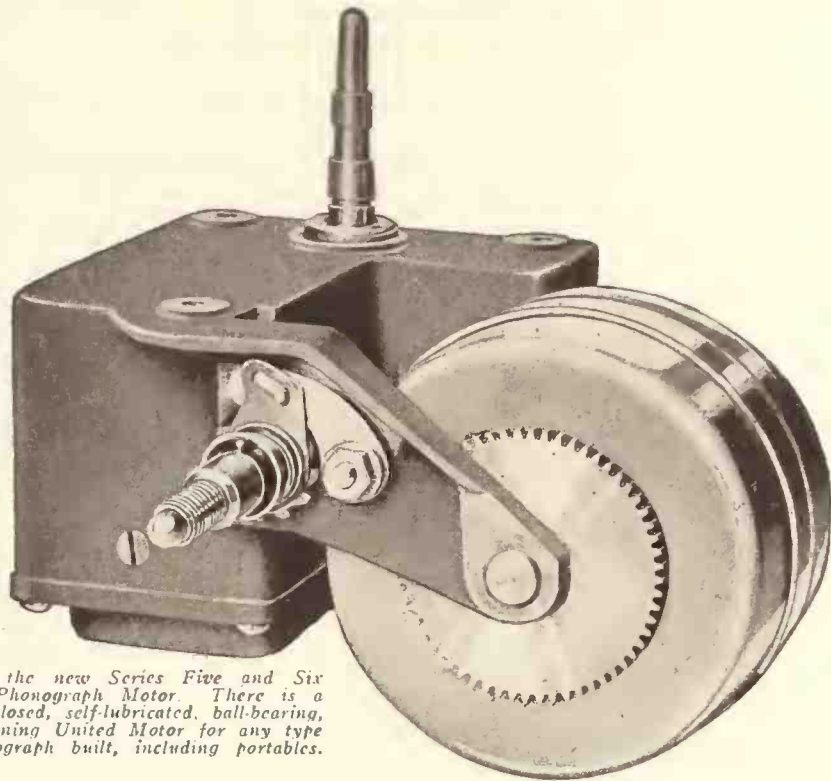
THE TONOFONE COMPANY

MAKERS

110 S. Wabash Avenue

CHICAGO, ILL.

UNITED



This is the new Series Five and Six United Phonograph Motor. There is a fully enclosed, self-lubricated, ball-bearing, silent-running United Motor for any type of phonograph built, including portables.

Once in Four—or Five Years

How often *should* an ordinary phonograph motor be oiled? *How often is it oiled?* You said it! The user of a phonograph simply can't be expected to remember to oil the motor. For this reason United Motors are built to require no lubrication—at least for four or five years. That comes as close to perpetual oiling as is mechanically possible. And it's an exclusive United feature—achieved by the *air-tight* cast-iron housing which fully encloses a United mechanism and makes possible the United automatic continuous wick-oiling system which evenly and adequately lubricates all moving parts. Every four or five years simply lift the turntable and fill the brass oil cup!



UNITED

PHONOGRAPH MOTORS

STANDARD ON A SWEEPING MAJORITY OF ALL MAKES OF PHONOGRAPHS

Springs Replaced in 2 Minutes!

Instead of at least an hour wasted taking apart the motor, installing a new spring and reassembling, with a United Motor you merely take out old spring assembly and insert a new one—a two-minute job that doesn't even soil the fingers! And we repair old assemblies free—charging only for the new springs.

Completely Enclosed!

The only enclosed motors of international reputation are the United. Cast-iron box houses governor, gears, worm and lower end of shaft. Excludes dust, dirt, shavings, slivers, sawdust, needles, etc., forever.

Protects vital parts from damage during assembling, shipment, demonstration and use. Insures a permanent alignment. Removes necessity of "tuning" motor when installing it.

Other Superiorities!

Spring barrels are held in positive alignment by the exclusive United suspension—cannot work loose. Smooth, easy functioning of control lever always assured. All plain bearings are perfectly machined and trued in United Motors. Ball-bearings take care of end-thrust. Finally, each motor is mounted, tested and regulated before shipping—insuring silence.

Send for our book—"The Heart of the Phonograph"

UNITED MANUFACTURING AND DISTRIBUTING COMPANY

9705 Cottage Grove Avenue, Chicago, Illinois

The world's largest independent makers of phonograph motors

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 120)

he composed and has given great publicity through the air with his own accompaniment on the ukulele. All of these songs have been marketed by Forster and have proved themselves to be excellent sellers in all parts of the country.

Piano Club Activities

There is every evidence that the Piano Club of Chicago is due for one of its most interesting years. Following the annual election of officers each year comes the announcement of the tentative plans of the newly elected officials, telling what they contemplate doing in order to stimulate interest among the members. The recent election of John McKenna, manager of the Chicago office of the Columbia Phonograph Co., who was placed in the chair of the president, was followed by plans which are believed to be destined to make the club bigger and better than ever before.

For example, shortly after the election there followed the club's first dance and musicale, which turned out to be a very successful affair. This was succeeded by a big event which happened at the Coliseum during the Chicago Radio Show, when the management of that enterprise turned over 700 admission tickets to one of the club's members, a representative of The Talking Machine World, to be given to all members of the club. The day of this event was on Sunday, November 25, and was known as Piano Club Day at the Radio Show, a most successful affair, due to the fact that large numbers of the club membership turned out.

So far this year, which, by the way, began in October, the entertainment at the noonday meetings has become the talk of the trade, as the entertainment committee, under the chairmanship of Ben Wood, of Westphono, Inc., has been seeing to it that the best speakers and artists obtainable are on deck.

One of the recent speakers before the club was J. Hannibal Clancy, an attorney of Detroit, who had the following to say regarding the

practice of law in the United States: "A man with a good lawyer and a poor case wins, while the man with a good case and poor lawyer loses and this is the only country in the world where that can take place. Fully 90 per cent of American pleadings are the wreckage, waste and driftwood of the dark ages. They are a mass of exotic formulas written by the cloistered monks of the ninth century, by men who were debating which was the big end of an egg and how many angels can stand on the end of a needle."

No More Licenses

Announcement was recently made by Corporation Counsel Busch, of the City of Chicago, that he has prepared an ordinance repealing other ordinances which had no justification in law to license certain businesses. In all there are said to be twenty-three classes of businesses in this city which will profit by the new repeal and will save many companies several hundred thousands of dollars yearly by virtue of not having to renew their licenses with the city of Chicago.

Among the classes of manufactures to benefit are those of talking machines, pianos and other musical instruments, publishers' representatives, retail merchandise stores, dancing schools, advertising agencies, etc.

Melrose Bros. Move to Loop

Melrose Bros. Music Co., which has, since its founding, maintained its wholesale and professional offices at Sixty-third street and Cottage Grove avenue in conjunction with a retail music store, has sent out the announcement that in the future the wholesale and professional offices will be located in Room 605 at 119 North Clark street. However, the retail store will continue to do business at the old location on the South Side.

This concern, which has become known as "The House That Blues Built," has had a very successful run of business during the past year

A Better Fibre Needle Cutter for Less Money
 RETAIL PRICE \$1.00

The ALTO



Manufactured by
ALTO MFG. CO.
 1801-1803 Cornelia Ave., CHICAGO, ILL.

and sales have been enlarged to such an extent that the move was made necessary. The "Blues" numbers published by Melrose have attracted the attention of orchestras throughout the country and this is especially true of its numbers, "Sobbin' Blues" and "Tin Roof Blues," which have been having such success on practically all talking machine records and player-piano rolls.

Purchases Symphony Music Co.

B. H. Milligan, proprietor of Milligan's Music Shop, Inc., has just purchased the entire business of the Symphony Music Co. at 1020 Wilson avenue. This store has long been a very popular Columbia retail representative and it is the intention of Mr. Milligan to continue featuring this well-known line of talking machines and records. The purchasing of this store now gives Mr. Milligan a string of three retail establishments, the others being at 4643 Sheridan road and 3232 West Madison street.

Improved Sterling Stylus Bar

The Sterling Devices Mfg. Co. announced last month several improvements and modifications pertaining to its product. Now the news is given out by this company that the old stylus bar used on its reproducer, which was a two-pieced soldered affair, has been discontinued and that in its place a newly designed one-piece bar will

(Continued on page 124)



Style J
Mahogany

KIMBALL PHONOGRAPHS

Are Holiday Favorites

THE buyer who is obliged to leave his purchase of a phonograph until late in the season usually wants the product of the *reliable* manufacturer.

Kimball Phonographs are favorites because the *name* means satisfaction. Compare the Kimball in construction, in visible beauty or tone and accurate reproduction and there is none to excel.

The excellence and convenience of the Upright type of phonograph should not be overlooked.

In the Kimball of both Console and Upright types there is variety of design and wide range of prices.

Ask about Territory and Agency Terms.

W. W. KIMBALL CO.

Established 1857

Kimball Hall 306 So. Wabash Ave.
CHICAGO

*Manufacturers of Phonographs, Pianos, Player Pianos,
 Pipe Organs; Distributors of Okeh Records*



Style G

One of several beautiful upright models



Style M

One of several beautiful console models

KIMBALL PHONOGRAPHS PLAY ALL RECORDS

Oro-Tone No. 4 Automatic

The Most Scientific Edison Equipment Ever Produced
For Playing All Disc Records



SHOWING POSITION FOR PLAYING VICTOR AND OTHER LATERAL CUT RECORDS



SHOWS POSITION FOR PLAYING EDISON AND OTHER VERTICAL CUT RECORDS

THE Oro-Tone No. 4 Automatic Equipment has proved itself the sensation of the year. First, in quality of tone—worthy of being associated with the superb Edison; Second, in perfection of operation—a simple turn of the hand and the No. 4 Automatic is ready to play either lateral or vertical cut records perfectly. Dealers who know the worth of the Oro-Tone No. 4 Automatic freely say it's a valuable asset in closing sales for Edison phonographs.

Operates with a raising and lowering lever the same as the regular Edison reproducer—all adjustments automatic.

The Oro-Tone No. 4 Automatic for the first time gives the correct weight or pressure on the record you are playing, the correct needle center and the correct angle or position of the reproducer. There are no weights to shift, no adjustments to make. A simple turn of the hand and the reproducer will play either lateral or vertical cut records perfectly. It will not damage the records due to the perfect automatic adjustment feature and the correct needle center and sensitive operation when playing.

Announcing the Oro-Tone No. 5 E For Playing Lateral Cut Records Only



The New Oro-Tone No. 5 E Edison Attachment

Plays all the lateral cut records—Victor, Columbia, Brunswick, etc., on the Edison Phonograph.



Showing Convenient Position of Reproducer When Changing Needle

This new scientific attachment is fitted with the Oro-Tone 100 per cent perfect reproducer and gives the same high quality of tone and service as the No. 4 Automatic. It operates with the raising and lowering the lever, the same as the Edison reproducer.

PRICES NO. 4 AUTOMATIC

Nickel	\$7.00
Gold	9.00
Oxidized (Antique Bronze).....	9.00
Less Usual Discount to Dealers.	

PRICES NO. 5-E ATTACHMENT

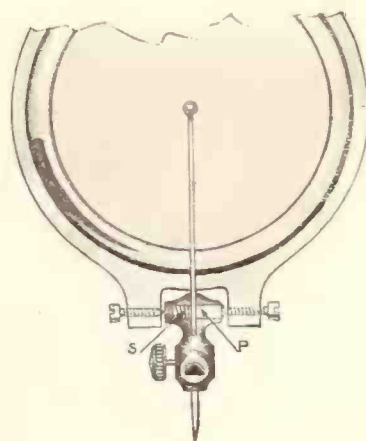
Nickel	\$6.00
Gold	7.50
Oxidized (Antique Bronze).....	7.50
Less Usual Discount to Dealers.	

Order Your Sample Today on 30 Days Approval.

The Oro-Tone Co.
QUALITY FIRST

1000-1010 George Street, Chicago, Ill

Ask your Edison jobber for sample.
Distributed in Canada by R. S. Williams & Sons Co., Toronto, Montreal and Winnipeg.



The 100% Perfect, Self Adjusting Reproducer

You must hear this wonderful automatic reproducer to appreciate its powerful, rich, liquid tone. It overcomes improper pivot point contact. Oil-tempered Spring S. is compressed by plunger P. when pivot point screws are seated. This spring automatically releases or compresses as a result of contraction or expansion of metal due to heat, cold or other causes. This automatic adjustment insures vibration freedom of the stylus bar without binding or looseness. It is the last word in scientific reproducer construction.

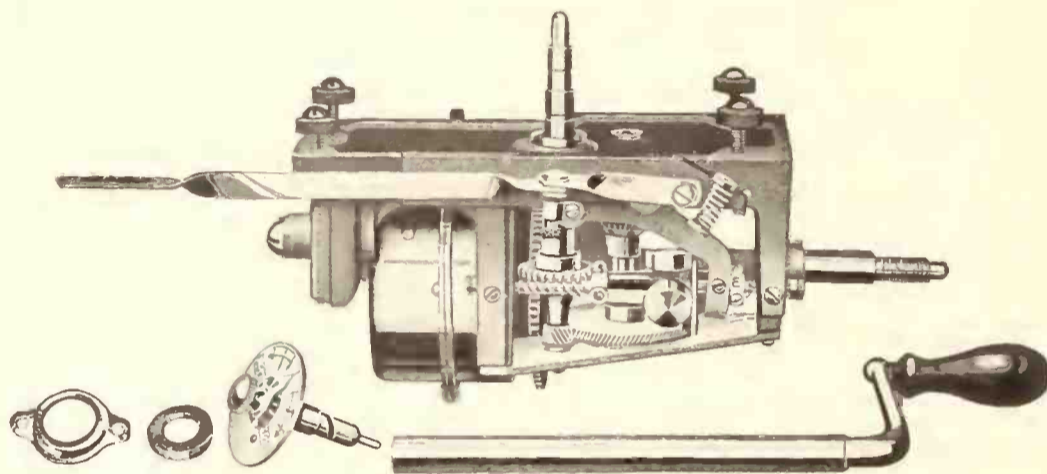
The Motor



The Hall Mark of Dependability, Service and Quality

Two Million in Use

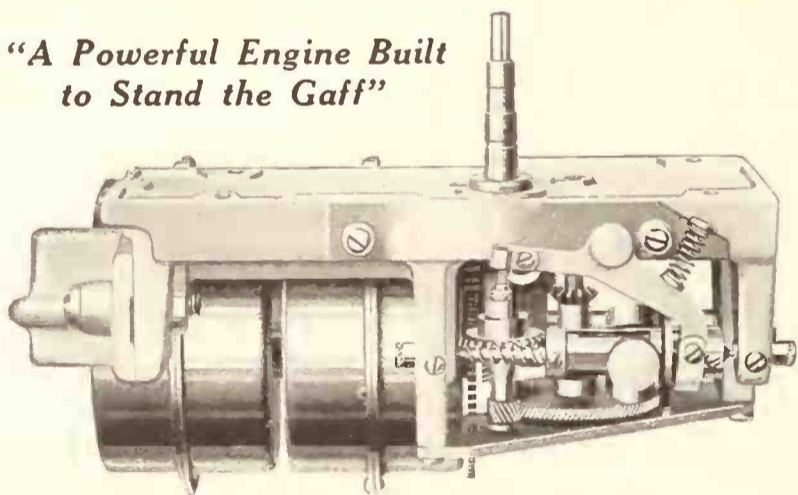
and giving satisfaction. A revelation in smoothness and quietness. Each and every part used in the building of a Krasco Motor is produced by the Krasco Manufacturing Company. Krasco is built—not made or assembled.



SIX SIZES

From a double spring motor playing four 10-inch records
to a
Four spring playing ten.

*"A Powerful Engine Built
to Stand the Gaff"*



Krasco Motors Are Interchangeable as to Mounting—Borings for One Fit All

Simple in design, compact, sturdy, mechanically right. Built to meet the most exacting demands for long distance playing on one winding.

*May we quote you prices and
send descriptive literature?*

KRASCO MFG. COMPANY

451 East Ohio Street

CHICAGO

FROM CHICAGO HEADQUARTERS

(Continued from page 122)

be used. Although the old bar was satisfactory in every way, that is to say, from a playing standpoint, it offered one objection in that when repair service was necessary special tools had to be used and it was only a high-class mechanic who could make these repairs. With the introduction of the new bar, however, all special tools can now be discarded by repair departments, as it is said that the new bar offers repair possibilities which can be accomplished in a very short while by practically anyone.

Opens New Columbia Shop

Miss Ophelia Clark is the name of the proprietor of a new talking machine shop located at 4103 South State street, which is practically in the heart of the colored district of Chicago. The new shop is exclusively Columbia and it is understood that since the opening, which took place about a week or so ago, a large volume of Columbia goods has been disposed of at retail, especially popular song and dance music records.

New G.-D. Sales Manual

Music merchants everywhere have long known and admired the educational sales helps which the Gulbransen-Dickinson Co. constantly offers for their benefit. Another thing that is known concerning the sales plans, bulletins and dealer helps offered by this concern is that they come not of an overnight thought or dream, but as a result of months and months of analytical research. The latest copyrighted sales manual devotes quite a section to the accompaniment features of the Gulbransen player. In this section will be found an illustration showing how accompaniments can be handled. For example, a talking machine is used in the demonstration. A straight cut player roll of "Traumerer" is placed on the Gulbransen player and then a "Traumerer" record is placed on the talking machine. Then the person at the piano begins to accompany the talking machine by following out the suggestions in the sales manual. The reason of it all is to show the value of the Gulbransen player as an accompanying or transposing instrument and the ease with which this is accomplished. Many dealers handling both talking machines and Gulbransen players have been working on this plan for many months at the suggestion of the Gulbransen Co. and have reported to the company that the plan when carried out along lines suggested in the sales manual proves of immense value in stimulating sales of Gulbransen players, as well as high-grade talking machines.

Rodeheaver a Busy Man in Japan

Should a Japanese or Chinese, fresh from his native land, approach you, make a circular motion with his hand and hum a tune or song more or less familiar to you, what would you do? Call him crazy, or classify him with the American freedom as a "nut" in all likelihood. But suppose such a person approached a taxi driver in Camden, N. J., Richmond, Ind., Chicago or New York what would be the result? Ten to one it would mean a howl of derision, a curt order to move on and "quit botherin' me."

Such is not the case in Kawasaka, Japan, according to Homer Rodeheaver, noted chorister and leading artist for the Rainbow Record Co., 218 South Wabash avenue, this city, who is now touring the Orient making a study of the needs of the missionaries for musical aid and the possibilities of using records to supply this need.

Rodeheaver, in a letter to friends here, tells of stopping in Kawasaka to visit the Nipponophone Co., the great Japanese recording laboratory. Unable to make the rickshaw men understand their destination, Rodeheaver said that he made the circular motion as of a record being played and at the same time started to hum "Brighten the Corner Where You Are," a hymn he recently recorded in the Japanese language.

The tune, which is daily becoming better known in all parts of the Flowery Kingdom,

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 124)

coupled with the circular motion, was sufficient, Rodeheaver writes. Smiles lighted the men's faces and with nods and gestures they urged the passengers into their vehicles and soon were at the plant.

The purpose of the visit was to locate L. E. Gillingham, who had a narrow escape from disaster in the earthquake. The plant had been greatly damaged but was under process of reconstruction, Rodeheaver said. The schedule calls for production of records to be resumed by the middle of December. The offices and recording laboratory have been moved to Kobe, according to Mr. Rodeheaver.

New Headquarters of Broadcaster Corp.

The recent removal of the headquarters of the Broadcaster Corp. from 312 Union Park Court to 2414 West Cullerton street, the talking ma-



M. Rovech

chine trade center in this territory, emphasized the exceptional progress made by this firm the past year. In its new home the Broadcaster Corp. has a manufacturing capacity of 800 ma-



The increasing use of Fibre Needles has brought about a greater demand than ever for LIDSEEN FIBRE NEEDLE CUTTERS.

The ease with which a Fibre Needle may be repointed with a LIDSEEN CUTTER promotes the use and enjoyment of this valuable accessory.

Selling LIDSEEN FIBRE NEEDLE CUTTERS will not only be highly profitable to you, but will greatly increase your Fibre Needle sales.

Write today for further details and prices.

LIDSEEN PRODUCTS
830-846 South Central Ave., CHICAGO

chines a week, together with novelty furniture of various descriptions. The plant has a floor space of 112,000 square feet, and when all the equipment is installed will represent one of the most up-to-date and complete factories in the Chicago trade.

One of the most important factors in the success of the Broadcaster Corp. is M. Rovech, president of the company, who is well known in Chicago business circles. Although a comparative newcomer in the phonograph industry, Mr. Rovech has been engaged in the mercantile world for many years. He was a successful silk jobber until he entered the talking machine trade some three years ago, and although conditions were far below normal at that time he succeeded in developing a profitable business. Under his supervision and direction the Broadcaster Corp.'s activities have increased steadily, with the result that the company is closing the most successful year in its history, with every

indication that 1924 will surpass the very satisfactory figures for this year.

Milligan's Music Shop Expands

B. H. Milligan, of Milligan's Music Shop, Inc., recently purchased the Symphony Music Co. at 1020 Wilson avenue, this city. The Symphony Music Co. has handled the Columbia line for a number of years, and Mr. Milligan immediately put in a complete stock of Columbia New Process records and will actively sell the new Columbia in this neighborhood.

H. D. Finch in New Post

H. D. Finch, formerly of Wichita, Kan., is now connected with the Wentzel Music Co., 3051 Lincoln avenue, this city. He has had considerable experience in the retail field, and his acquisition by the Wentzel Music Co. should prove mutually profitable. This concern, by the way, has just moved into attractive new quarters at the above-mentioned address. The Victrola

(Continued on page 126)



Vitanola 46
List Price, \$175.00
Height, 35 1/4"
Width, 40"
Depth, 24"



Vitanola 49
List Price, \$125.00
Height, 34 1/4"
Width, 36 1/2"
Depth, 22"

10 Other Standard Models
Consoles and Uprights

Write for Catalogue "F"

VITANOLA

The Phonograph of Marvelous Tone

Produced by a manufacturer who has the necessary experience and vast facilities to know what you want and to be able to give it to you.

"The Biggest Dollar for Dollar Value on the Market"

When in Chicago see full line of samples on display at
738 South Michigan Avenue.

Ground Floor—Phone Wabash 9290

VITANOLA TALKING MACHINE CO.

738 So. Michigan Avenue

CHICAGO, ILLINOIS

"It is easier to sell the Vitanola than to compete with it"

W. W. KIMBALL CO. SERVICE

Okeh Records

Records of Quality

Latest "hits," including the Okeh Laughing Record No. 4678 Christmas records, set of 3, in albums; a special set in albums of "Unfinished Symphony" (Schubert), also Oberon Overture, etc.

W. W. KIMBALL CO., Wholesale Distributors.

306 So. Wabash Ave.

Kimball Building

CHICAGO

At the Holiday Season and all-the-year-around, the ready, friendly Kimball Service is available for the dealer anywhere who has established his connections here. Let us know your needs as early as possible.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 125)

department occupies two floors. The first floor is devoted entirely to the display of the various instruments and the second floor contains twelve demonstration booths. It is one of the finest establishments in this city.

A. B. Cornell on Reproducing Equipment

A. B. Cornell, treasurer and sales manager of the Jewel Phonoparts Co., of this city, is keenly enthusiastic regarding business conditions at the present time and the outlook for 1924. In a recent chat with The World Mr. Cornell said: "Our business has been heavier the past few months than during any corresponding season of previous years and for the next five months we are expecting the largest sales totals we have ever attained. This is gratifying in view of the fact that we are endeavoring to follow the old-fashioned way of concentrating our activities solely upon quality in manufacturing our products. While necessarily it costs more to make goods of a high-grade character, we find that there is always a certain proportion of the trade who recognize and appreciate this method of doing business.

"We are surprised that so many manufacturers of phonographs pay close attention to attractive and well-finished cabinets, securing the most reliable motors obtainable, and hardware of quality, but when it reaches the point of selecting the most vital item of the instrument, namely, the reproducing unit, they decide upon the use of inferior equipment, in order to save a little money. Ofttimes the difference of 50 cents or one dollar in the tone arm or reproducer outfit influences them to economize in this direction, believing that their dealers will not recognize the difference and therefore will offer no objection. They are greatly mistaken, however, for it means a great deal more to the manufacturers to build up a clientele of pleased and satisfied customers than to save a few cents here and there.

"A trade analysis shows that 50 per cent of the sales of phonographs are made through the recommendations of satisfied customers using them in their homes. Strange as it may seem, manufacturers are the worst offenders in this respect, as the dealers themselves, being on the firing line and closer to the public's requirements, are more particular about their reproducing equipment. Furthermore, the average manufacturer does not seem to realize that the best tone arm and reproducer in the world, together with the best tone chamber, will not give maximum quality and quantity of reproduction, unless they are thoroughly balanced with each other and with the cabinet in which they are placed.

"We often hear remarks to the effect that such and such a phonograph has a 'wonderful' tone, but to my way of thinking this is absolutely wrong, for no phonograph should have a tone of its own. There is only one basis on which a comparison can be made, namely, the best phonograph is the one that reproduces the

(Continued on page 128)

The BROADCASTER CORPORATION



Model C-3
Specifications:
39 inches wide, 23 inches deep,
35½ inches high. Gold plated.
Three-spring motor. Plush-velvet
turntable. Piano hand-polished
finish. Finished in Mahogany
and Walnut. ¾-5 ply
Veneers

*A Bigger Plant
A Greater
Organization*

**Facilitates a larger
and more Superior
Talking Machine
Production at
LOWER PRICES.**

Users of either large or small quantities of talking machines are urged to write for information regarding our line—useful for special sale purposes.

*Write for price list and specifications
of our other models.*



Model No. 3
BROADCASTER
50" High, 20" Wide,
20½" Deep. Guaranteed
two-spring motor. Figured
birch 5-ply. Finished in
mahogany and walnut.
French polished, finish or
dull. A Rare Buy!



Model C-4
Specifications:
35½ inches wide, 22½ inches
deep, 35 inches high. Central
lid opening. Two-spring motor.
Finished in either nickel or gold.
Piano hand-polish finish in
Mahogany or Walnut. ¾-5 ply
Veneers

Broadcaster Corporation

(Successor to the Linerphone T. M. Co.)

New Plant

2414 to 2430 W. Callerton St.
CHICAGO, ILL.

THE BLOOD TONE ARM CO. takes this opportunity of thanking the Talking Machine Trade for its generous patronage during 1923, due to which our business has grown far beyond our anticipations.

Beginning January 1, 1924, we will introduce new Blood Improvements that will add greatly to the value of Blood Products, thereby insuring the Talking Machine Trade the Best Tone Arm obtainable and at the popular price we have established.

Because we felt that it was not wholly worthy of the Blood Reputation we have discontinued the $2\frac{1}{8}$ inch size reproducer and shall adhere to the $2\frac{7}{16}$ inch size, which has proved itself to be the most satisfactory for all disc records.

Although we are working to capacity at present we are guaranteeing prompt service and immediate delivery.

BLOOD TONE ARM CO.

326 RIVER STREET

CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 126)

greatest amount of music on the record and is the nearest approach to the manner in which it was recorded by the artist. As a matter of fact, practically all of the music is in the record, but many phonographs bring out only a small proportion of what is actually there. Many of them scarcely ever reproduce overtones, which, of course, is an important factor in giving music the charm which it possesses.

"The day of the ordinary phonograph is past, and those independent manufacturers who hope to get their share of the business in spite of the consistent advertising used by the standard manufacturers can only do so by furnishing their dealers and the public with the highest grade quality that is obtainable."

An Unusual Phonograph Department

Probably the most notable feature of the fine new Brunswick representation recently opened at 1022 Wilson avenue by the Grosvenor Music House, Inc., is the spacious and luxurious lounge on the mezzanine floor. It is one of the very few real waiting rooms in music establish-

ments in Chicago and is an idea well worth carrying out by any music establishment which has the means and space at its disposal. It promises to be at once a most valuable service to the patrons of the Grosvenor store and an excellent advertisement of the establishment. As Wm. F. Grosvenor said in a chat with *The World*, "We want to make our store a rendezvous for the people who love convenience and music who frequent the Wilson avenue shopping district. Here sweethearts can meet sweethearts and wives can meet husbands before dinner or theatre engagements. Of course, there is nothing commercial in all this, but if, while seated on this balcony lounge from which a complete view of the store may be had, they happen to see something which interests them or hear a talking machine record that excites their admiration and interest, we naturally will not place any obstacle in their way should they wish to follow up the clue."

With handsome rugs, artistic reed furniture and attractive writing desks, the lounge is, in-

deed, a tempting place for those who wish to rest or await a companion. No expense or work has been spared to make this establishment one of the most convenient in the city, and the homelike environment should do much to make this Brunswick house a success.

The fundamental principle underlying Mr. Grosvenor's sales attack is to enable the prospective customer to picture himself in the enjoyment of the instrument in which he is being interested by the salesman. In the attractive but comparatively simply equipped store formerly occupied, Mr. Grosvenor was compelled to draw the desired picture on the mind of the customer by verbal means aided, of course, by demonstration. In the new quarters the instruments have a setting in simulation of the drawing or music room.

New Witmark Manager in Chicago

Announcement has just come from the Chicago office of M. Witmark & Sons that John Conrad has succeeded Tom J. Quigley, who recently resigned as manager of this office to assume the management of the new Chicago offices of Hearst Music Publishers, Ltd., Canada. Mr. Conrad is well known throughout music publishing circles here and formerly headed the Conrad Music Co. He is the composer of many popular songs and has been connected with the Chicago office of Witmark & Sons for many months prior to his appointment as manager.

New Brunswick and Gulbransen Dealer

Another excellent retail talking machine account that has taken on the Brunswick line is the Jefferson Music Shop, Inc., at 4766 Milwaukee avenue, which was incorporated and started doing business on September 1, 1922.

Several months after the opening of this shop broader steps were taken by the management and the well-known line of Gulbransen player-pianos was handled. On December 1 announcement was made by the management of the Jefferson Music Shop, Inc., that the firm had added to its already excellent representation a full line of Brunswick talking machines and records and that plans were under way to increase the size of the shop by adding additional parlors. At present the store consists of eight of the most modern hearing rooms and booths, as well as up-to-date record counters and racks.

The management and incorporators of the shop are Hans Schoessling and his nephew, Lionel C. Lenz. Mr. Schoessling is one of the best-known men in this territory, having started over twenty years ago as city salesman for the Victor department of the Rudolph Wurlitzer Mfg. Co. He acted in this capacity for fifteen years and for five years thereafter was wholesale manager of Wurlitzer's Victor department, which position he held until he decided to go into business for himself in September of last year.

The Jefferson Music Shop, Inc., is located in an ideal business section of Chicago, being in that section which is known as Chicago's great Northwest Side business district, which is proving to be one of the busiest spots to be found throughout the outlying districts of the city of Chicago.

Daniel Miller Co. Chartered

A charter of incorporation to manufacture and deal in musical instruments was recently granted to the Daniel Miller Co., 116A South Adams street. Incorporators are W. C. Leavitt, I. E. Sutherland and Ben. L. Thurman.

Hearst Opens Executive Offices

On December 3 the Hearst Music Publishers, Ltd., of Canada, formally opened its new executive offices for the United States on the fourth floor of the Garrick Theatre Building, Chicago. The opening was celebrated by personal visits of many prominent members of the trade as well as a large coterie of eminent artists of the stage, all of whom extended their congratulations to the Hearst Co. because of its rapid development in the publishing business of Canada. They also offered their hearty co-

A Very Important Announcement to the Talking Machine Trade CONCAVED FIBRE NEEDLES

A new principle in manufacturing Hall Fibre Needles. Through constant research and by hundreds of tests, we have perfected the Principle of Concaving (or more plainly, Hollow Grounding) the two pulp sides of our Hall Fibre Needles with the positive result that we now have what we believe to be the most perfect styli known, for the reproduction of sound from a Disc Talking Machine Record.



We claim for our New Improved Hall Concaved Fibre Needle the following pertinent facts:

- First—MORE PERFECT REPRODUCTION.**
- Second—PLAYS MANY RECORDS WITHOUT RE-POINTING.**
- Third—ELIMINATION OF SURFACE NOISES.**
- Fourth—CANNOT POSSIBLY INJURE RECORDS.**
- Fifth—IMPROVED TONE QUALITY AND CLEARNESS.**
- Sixth—CAN BE USED ON ALL MAKES OF DISC RECORDS.**

As Distributors and Dealers you owe it to yourself to supply the Talking Machine User with the most perfect reproducing styli known and obtainable, and this you have in the HALL CONCAVED FIBRE NEEDLE.

DISTRIBUTORS

We have been manufacturing and supplying you with our Improved Needles for a number of months, so no doubt your present stock contains our new product.

DEALERS

Place orders NOW for your Xmas stock with your Distributors.

HALL MANUFACTURING CO.
35 W. Kinzie Street CHICAGO, ILLINOIS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 128)

operation in supporting the Hearst organization in the United States.

The manager of the new office is none other than Thos. J. Quigley, one of the best-known figures in music publishing circles of the West, who a month ago severed his connection as manager of the M. Witmark & Sons' Chicago office. Not only is Mr. Quigley manager of this new office, but he is also manager of the Hearst, Ltd. throughout the United States.

In his new position Mr. Quigley will be assisted by C. F. Parrish, sales manager; Billy Thompson, professional manager, and a professional staff consisting of Berwin Schmidt, Billy Mitchell, Bernice Herwitz and Ellen Converse.

Mr. Quigley was connected with the Witmark office here for over twelve years before severing his connections in order to take up his new duties with the Hearst Co.

Bent Co. Now Represents Brunswick

In these columns last month there appeared a story to the effect that George P. Bent, who

founded the old George P. Bent Piano Co., had, after several years' retirement, returned to the trade as a co-partner with his son, Charles, in conducting the Bent Music Shop at 214 South Wabash avenue.

In coming back into the trade Mr. Bent saw fit to purchase the interests of his son's former co-partners, R. R. Corcoran and H. J. MacFarland. This purchasing of interests brought about the complete reorganization of the Bent Music Shop and made Mr. Bent and his son, Charles, sole owners of this business. At the time of Mr. Bent's purchase the company was capitalized for \$50,000, but since then this capitalization has been raised to \$100,000.

With the reorganization of the company, which was formerly exclusively Victor, the Bent people have made arrangements with the Brunswick Co. for the taking on of a retail Brunswick representation in their store.

The consummation of this deal between the Bent Music Shop and the Brunswick Co. now

gives the latter institution one of the finest retail representations in the Loop section, a store which is one of the most widely known in the city.

From a historical standpoint George P. Bent is perhaps one of the leading figures in music circles in the West. In the year 1881 he founded the George P. Bent Piano Co. and became the manufacturer of the famous Crown piano, which, due to its many mechanical features and extraordinary advertising, soon became one of the most popular pianos on the market.

Perhaps the most unusual piece of advertising was a post card affair which Mr. Bent sent out years ago and which because of the phoneticity of its wording became one of the most popular phrases in the music industry. It was nothing more than a little post card carrying the phrase "A Cent Sent Bent Is a Cent Well Spent." The other text matter on the post

(Continued on page 130)

Oro-Tone Automatic No. 16

Start the New Year With This Marvelous Tone-Arm

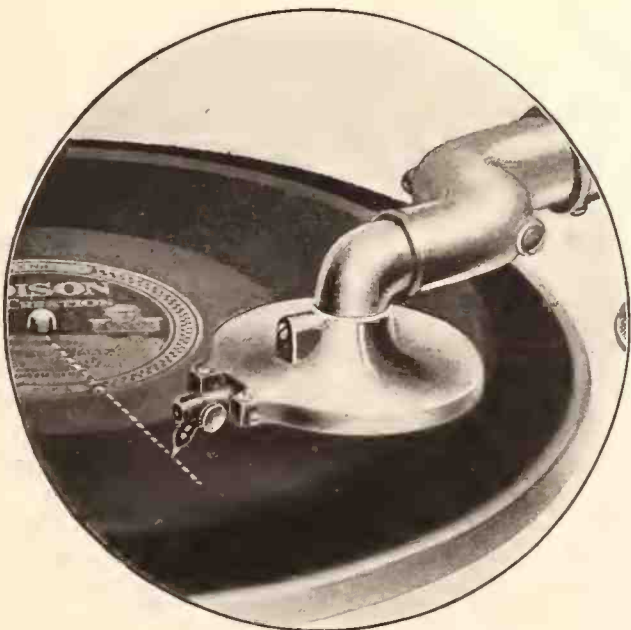
ADVANTAGES

- 1 There are no weights to shift—no adjustments to make.
- 2 The Automatic No. 16 automatically gives correct weight on record.
- 3 The Automatic No. 16 automatically centers needle on record.
- 4 The Automatic No. 16 automatically permits correct reproducer position.



A simple turn of the hand and the ORO-TONE AUTOMATIC No. 16 is ready to play either lateral or vertical records perfectly.

This is an age of rapid progress. Your business next year will be what you make it. Make selling easier for your dealers, and keep their interest in your line at high pitch, by supplying this new and better tone-arm and reproducer on your phonographs.



Position for Hill and Dale Records

Note dotted line showing how reproducer takes correct angle and perfect needle center when turned to play vertical-cut records.

The new No. 16 Automatic will give your phonographs increased prestige with the trade and greater popularity with phonograph buyers. Its attractive appearance, perfect, automatic operation and powerful, rich tone grips the attention of dealers and customers alike, and stirs desire for possession.

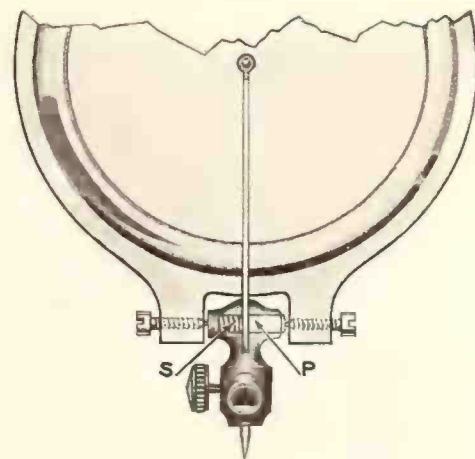
SAMPLE SENT ON 30 DAYS' APPROVAL

The Oro-Tone Co.
QUALITY FIRST

1000-1010 George Street, Chicago, Illinois

Manufactured in Canada by W. H. Banfield & Sons, under the trade name ORO-TONE-BANFIELD.

Australian distributors: The United Distributors Co., Melbourne and Sydney.



The 100% Perfect Reproducer
The New Oro-Tone Automatic

You must hear this wonderful automatic reproducer to appreciate its powerful, rich, liquid tone. It overcomes improper pivot point contact. Oil tempered spring S is compressed by plunger P when pivot point screws are seated. This spring automatically releases or compresses as a result of contraction or expansion of metal due to heat, cold or other causes. This automatic adjustment insures vibration freedom of the stylus bar without binding or looseness. It is the last word in scientific reproducer construction.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 129)

card was a request to place a 1-cent stamp on it, mailing it back to the company, and the sales force would then do the rest.

All through his career in the music business Mr. Bent kept pounding the trade with unusual advertising literature such as quoted above. A few years ago he decided to retire from business and he, therefore, sold out his interests and took up residence in Los Angeles, Cal. His sons, Charles and Harry, however, remained in Chicago and interested themselves in various retail enterprises here, particularly as dealers in Victrolas and Victor records.

The management of the Bent Music Shop will be supervised mainly by his son, Charles M. Bent, and although Mr. Bent intends to continue his residence in California he will from time to time visit Chicago and assist in the management.

With the taking on of the Brunswick line it is believed that Mr. Bent will employ many of his sales suggestions and advertising methods in order to make the Victor-Brunswick shop continue to rank among the best retail organizations in this city.

Gulbransen Force Active Bowlers

At a recent weekly play of the Gulbransen Registry Piano Bowling League held at the Madison-Kedzie Arcade, the key-fitters, action-finishers and the foremen won three games, the finishers won two and lost one, the stringers won one and lost two and the office, tuners and regulators lost three. The standing of the teams to date is as follows: key-fitters, won twenty-four and lost nine; finishers, won twenty-one and lost twelve; action-finishers, won twenty-one and lost twelve; stringers, won fifteen and lost eighteen; foremen, won fourteen and lost nineteen; office, won thirteen and lost twenty; tuners, won twelve and lost twenty-one; regulators, won twelve and lost twenty-one.

Sales Stimulation

Recently several big department stores in this section have been offering bargains in commercial low-priced talking machines. It also happens that many of these concerns handle nationally known makes of instruments in conjunction with these commercial ones and naturally many in the trade here began to wonder just what effect the sales of these would have on the national instrument sales, particularly in the houses doing the advertising.

In commenting upon this situation, S. L. Zax,

sales manager of the Broadcaster Corp., has the following to say:

"The advertising appeal in these cases when analyzed simply means that the advertisers are merchandisers who cannot afford to wait for a family event or a holiday in order to bring buyers into their stores. Neither can these men who handle talking machines in this manner confine their activities to seasons. They are preaching that 'To-day—and not at any other time but to-day—you can provide yourself with a talking machine which you need and want, and at a very special price, and we, as reputable merchants, guarantee the instrument.'

"In other words, they are appealing to the bargain instincts of the public mind. Naturally there is a reaction on the part of the public as can be seen by anyone observing the crowds of people that attend these sales. The question then comes up as to what good it does the mer-

chandiser to handle nationally known brands of instruments if he merely advertises and gets the buying public to purchase a commercial instrument?

"The answer is that he creates a desire in the mind of the public to own a talking machine and, as has been said before, he makes his sales then and there and does not await the coming of any event or season.

"What really happens at these sales? From close observation I have noticed that not only is a large number of these instruments disposed of, but great numbers of people whose original intent was to purchase the cheaper machine came, looked and heard and finally ended their visit by being induced by the sales person to purchase the nationally known make, and at a standard price and without cutting.

"The reputation of these retailers and their extensive advertising methods put to rest any doubts in the minds of the buyers concerning the reliability of the instrument advertised at ludicrously low prices. The values are so obvious that the sales always prove successful. As a result of this many merchants are finally convinced that the so-called commercial instrument serves a distinct purpose, namely, that of a real sales stimulator."

Increase National Advertising Campaign

For the first of the year the United States Music Co. announced an elaborate advertising campaign of general character using magazines of national circulation. Now this company makes another announcement that in addition to Saturday Evening Post and Red Book, it will add several other national mediums to its advertising list during 1924.

In its national campaign of publicity the United States Music Co. had in mind the double idea of making both player-pianos and music rolls more popular through bringing their possibilities strongly before the music buying public and the advertising was therefore so designed as to bring business direct to the dealer.

For example, the advertisements of the company have so far not been devoted exclusively to music rolls, but each piece of copy called particular attention to the player-piano and what it can accomplish under various conditions, both as an entertainer and instructor.

Dealers who have made a study of the copy prepared for the company's campaign have ex-

(Continued on page 132)

To the Trade:

We Cordially Extend

Christmas Greetings and Best Wishes for the New Year

Sterling Devices Manufacturing Co.
412 Orleans Street
CHICAGO, ILL.

Manufacturers, Dealers: Watch for our January Announcement
of our new line of Sterling Tone Arms and Reproducers

IN BEAUTIFUL XMAS BOXES FOR HOLIDAY GIFTS



THE GEER REPEATER

Finished in genuine gold plating at the same price, \$1.50, in beautiful holly and poinsettia boxes for Christmas Gifts. Send us your orders early for prompt shipments.

Walbert Manufacturing Company

925-41 Wrightwood Avenue

Chicago, Ill.

Announcement!



Style 10

Since October 1st our factory has been sold up for the balance of the year.

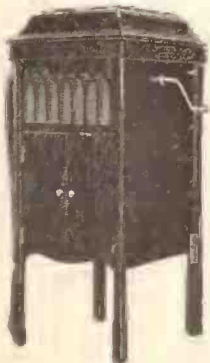
Our dealers appreciate the quality of our goods as well as our service and have co-operated with us to their fullest extent by anticipating their requirements in advance.



Style 20

Now is an opportune time to do likewise.

We are booking orders for 1924 delivery only.



Style 1

Size: 40 inches High, 17 inches Wide, 18½ inches Deep. Finish: Mahogany or Oak. Panels 3-ply Gum. United 2-Spring Motor.

Console models Nos. 20, 30, and 40 are constructed of genuine 5 ply mahogany panels.

Console model No. 10, constructed of gum panels.

Size of all console models 35 inches wide, 33 inches high and 21 inches deep.



Style 2

Size: 46 inches High, 21 inches Wide, 23 inches Deep. Finish: Mahogany or Oak. Panels 3-ply Gum. United 2-Spring Motor.



Style 30

A
Merry
Christmas
To the
Trade



Style 4

Size: 48 inches High, 21 inches Wide, 23 inches Deep. Finish: Mahogany, Oak or Walnut. Panels 5-ply. United 2-Spring Motor.

1924
Greetings
—
Wishing You
Happiness
Joy and
Prosperity



Style 40

EXCEL PHONOGRAPH MFG. CO.

400-412 West Erie Street
CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 130)

pressed enthusiasm regarding its possibilities and are at present convinced that the effect of this advertising has brought about increased sales of player rolls and pianos. In all probability it is expected that the U. S. Co. may devote some of its advertising in the near future to the idea of making not only player-pianos and music rolls popular, but talking machines as well, by bringing out copy that will educate the buying public to the possibilities of music rolls as accompaniments to talking machine records.

DeForest Dealers Meet

One of the big events during Radio Show week in Chicago was the first get-together meeting of DeForest dealers. This meeting was held at the Union League Club in Chicago on the evening of November 22, when a dinner was given under the auspices of the Electric Appliance Co., local distributor of DeForest. All told there were over 100 dealers present and the speakers of the evening included Dr. Lee

gave a talk to the visitors of the show on the history of radio, particularly the historical data pertaining to his early career and experiments which led to the development of the audion tube which made possible long-distance wireless reception.

Start Drive on Brunswick "Royal"

The Brunswick Co., in co-operation with its many retail dealers, has just launched what is believed to be the biggest drive on a special type talking machine that has ever been launched in this country. It is especially centered on the Brunswick "Royal" model, which retails at \$115, and in preparing for this drive the advertising department of Brunswick has issued some interesting pieces of literature pertaining to the Royal model. One piece in particular is devoted to an illustration which shows a woodworker at his bench finishing a Royal model, and, owing to its background, a strip of solid vermilion, is very striking in that it immediately arrests the eye and causes the observer to read

RAINBOW RECORDS

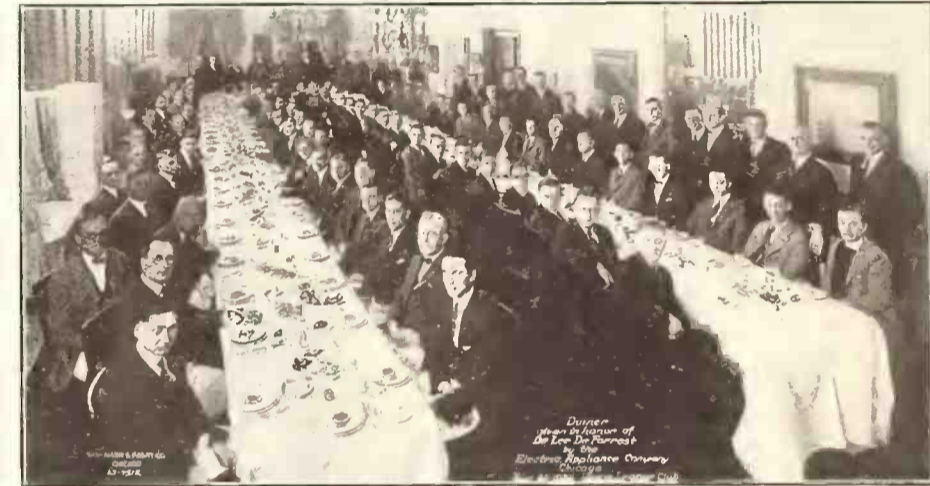
have a regular, steady demand which produces regular, steady profits. Good territory open for distributors.

THE RODEHEAVER COMPANY

Record Dept. No. 100

218 Wabash Ave. Chicago

814 Walnut Street Philadelphia



Great Gathering of DeForest Dealers at Banquet

DeForest, founder of the DeForest Radio Tel. & Tel. Co.; "Bill" Priess, chief engineer of DeForest, and H. H. Roemer, general sales manager of the company.

The formal introduction of Dr. DeForest and Mr. Priess was made by C. A. Rice, manager of the radio department of the Electric Appliance Co., which was followed by a talk on the possibilities and sales principles applied to radio by Mr. Roemer. Dr. DeForest's talk consisted of the technicalities of radio and brief historical data pertaining to radio.

Shortly after the meeting the entire body left for the Coliseum, where Professor DeForest

the few well-chosen words of text matter immediately underneath.

Other literature is a four-page folder especially prepared for the dealer which contains a number of interesting sales help suggestions. On the inside page of this folder is shown the Royal model in color with numbered arrow indicators directing

the eye to its numerous exclusive features.

Another bit of Royal publicity consists of four special newspaper advertisements prepared by the Brunswick advertising department. In size they vary from 200 to 800 lines. Proofs of these are sent the retailer and the electrotypes or mats may be had on application. The text matter is written strictly along retail lines and when appearing in local papers should prove excellent publicity for the retailer running the advertisement.

Important Krasco Moves

The Krasco assembly unit, consisting of a Krasco motor, tone arm, reproducer, automatic

stop and repeating device, all mounted as one unit and marketed by the Krasco Mfg. Co., has been withdrawn from open market and will in the future be confined exclusively as equipment for the Encore talking machine.

The above announcement was recently made by the Krasco Co., which further stated that the Encore talking machine is a newcomer, marketed by the Encore Talking Machine Co., and has contracted to take the entire output of the Krasco unit.

The Encore Talking Machine Co., it is understood, will soon be under production and will market a large line of both upright and console talking machines, as well as art models.

Other changes in the Krasco organization have been the addition of Paul Brooks and Thos. H. Devereaux to the sales force. Both of these gentlemen will call on the trade throughout the Central West and Chicago territories.

Merwin Ashley, vice-president of Krasco, says that for several months there has been increased demand for Krasco motors and for a time he was led to believe that this demand was by manufacturers who were only preparing for holiday business, but, as a matter of fact, the demand has been keeping up and he is now led to believe that the talking machine manufacturers have orders booked up for several months to come, in addition to holiday business.

Tonofone Closes Splendid Business

The Tonofone Co., of this city, manufacturer of the Tonofone needle, has been closing a splendid business and Miss F. E. Powell, secretary and treasurer of the company, is delighted with the fact that this popular semi-permanent needle is now being handled by over 8,000 dealers. In addition the Tonofone needle is being distributed by some of the most prominent jobbing concerns in the leading trade centers and Miss Powell is making plans whereby the Tonofone product will be the feature of an aggressive sales campaign during 1924.

Hartman Co. Leases Big Building

The Hartman Furniture & Carpet Co., one of Chicago's largest retail furniture houses, has just signed a lease for the taking over of an entire twelve-story building, the erection of which will begin on May 1, 1924. This concern represents Sonora phonographs exclusively in its big retail establishment at 226 South Wabash avenue, as well as in its several branches throughout the city. The new building will be erected on the site of the present Palmer House, one of Chicago's most famous landmarks, and will be ready for occupancy about April, 1925. According to Martin L. Straus, vice-president of the company, the new building will be the most elaborate retail furniture concern in the world. More than one hundred rooms will be devoted to the display of home furnishings and quite a few of these will be used to display Sonora talking machines.

Melody Music Shop Opens

A recent addition to the Columbia family is the Melody Music Shop, 4103 South State street. Miss Ophelia Clark is the proprietor and the store will specialize in negro records.

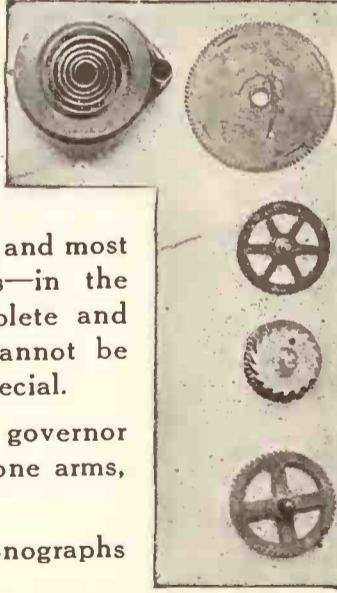
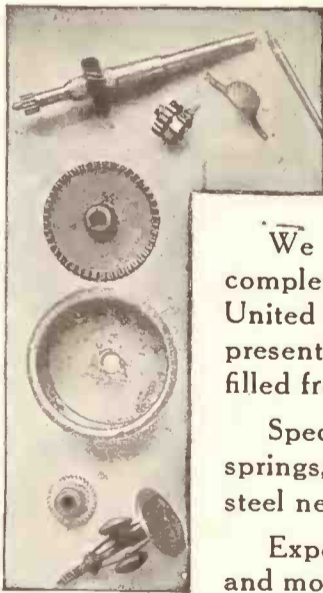
Repair Parts

For All and Every Motor That Was Ever Manufactured

We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micras, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.



INCORPORATED UNDER THE LAWS OF ILLINOIS



SUCCESSORS TO Standard Talking Machine Co. United Talking Machine Co. Harmony Talking Machine Co. O'Neill-James Co. Arstino Co.

High Grade Talking Machines, Disc Records, Talking Machine Supplies, Etc.

227-229 W. WASHINGTON ST. CHICAGO ILL.

Branches: 2957 Gratiot Ave., Detroit, Mich.

1121 Nicollet Ave., Minneapolis, Minn.



TRADE MARK "CONSOLA"

CABLE ADDRESS "CONSOLA"

The NEW Columbia is superior

*Hearing
is believing*

There is no lattice work or fabric to muffle the tone of the New Columbia.

The tone control leaves, built on the pipe organ principle, are an exclusive Columbia feature. They allow the music to issue forth without interruption by fabrics or gratings.

COLUMBIA PHONOGRAPH COMPANY
New York



Chicago Radio Show an Outstanding Success

Wealth of Exhibits by Pioneers and Newcomers Into the Industry Shows Phenomenal Development of Radio—Large Attendance of Young and Old, Both Sexes—Leaders Display Varied Lines

CHICAGO, ILL., December 6.—The Chicago Radio Show, which held forth at the Coliseum from November 20 to 25 inclusive, gave every evidence of proving conclusively that radio has passed far beyond the fad stage and has at last begun to be looked upon and accepted as an essential in so far as home entertainment is concerned. This conclusion is inevitable after a careful analysis of the tremendous crowds which gathered at the Coliseum during the show, and comparing these with the small number of onlookers who attended last year's event.

In making a comparison between the attendance of this year and of last year we find that in 1922 the bulk of onlookers consisted of school-boys, whereas this year's attendance consisted of 80 per cent adults, and it is estimated that 50 per cent of these were women.

It is said that the attendance, paid and gratis, ran well over the 100,000 mark, and that the free attendance consisted of retail dealers. Paid admissions approximated 18,000 nightly.

Not only were there complete sets, parts and accessories of everything in radio shown at the exhibitions, but further interest was injected into the event by the presence of such famous radio men as Dr. Lee DeForest, of the DeForest Radio Tel. & Tel. Co., New York, inventor of the audion tube; Bowden Washington, of Cutting Washington Radio Corp., Minneapolis, Minn., inventor of much naval equipment during the war; E. F. Llewelling, of the Buell Mfg. Co., Chicago (inventor of the famous Llewelling circuit) and others.

It goes without saying that most of the interest shown by the attending visitors was directed towards completed receiving sets, but those exhibitors who displayed parts came in for a goodly share of this interest. The women in particular devoted their attention to complete instruments and especially to receiving sets which eliminate the necessity for outdoor wiring and acid batteries.

Regarding loud speaking units it was easily seen that manufacturers of these items have been doing a remarkable work. During the show of 1922 there were quite a number of manufacturers of loud speaking units whose sole aim was the production of instruments which offered nothing but volume and very little tone quality. On the other hand, in comparing these units with those shown this year we find that many of them have banished the idea of volume and are introducing loud speakers which offer more tonal refinement.

In this show there were many exhibitors, including pioneers in the industry as well as newcomers. Among the pioneers and leaders in the trade we found the following:

The DeForest Radio Tel. & Tel. Co., with H. H. Roemer, general sales manager, in charge, assisted by L. J. Collopy, W. R. Dunn and

M. Staley, as well as a number of salesmen from DeForest's local representative, the Electric Appliance Co. The sets shown at this exhibit were DeForest models D 10 and D 7-A. Due to the fact that on Wednesday evening the big event of the show was Dr. Lee DeForest, who personally gave a talk to show visitors, the DeForest exhibit proved quite popular.

The Cutting Washington Radio Corp., of Minneapolis, maintained an exhibit under the direction of Herbert A. Brennan, sales manager, whose presence attracted many of his old friends in the talking machine trade. Bowden Washington, an official of this concern, was also one of the prominent speakers at the show, and he gave out many interesting ideas concerning naval radio equipment, the designing of which brought him recognition during the war. It was also announced in this booth that the new Cutting Washington hook-up, which involves a new principle, termed cascade regeneration, will shortly be announced.

Some of the most elaborate sets shown throughout the entire show were exhibited by the Colin B. Kennedy Co., of St. Louis. This exhibit consisted of several beautiful models of Jacobean consoles and Spanish desks. The exhibit was looked after by the vice-president and treasurer of the company, H. G. Rathbun, assisted by B. R. Hassler. Besides the art models there were also on display types 110, 220, 281, 311 and 552 and models V and F.

A combined exhibit was utilized by the Crosley Mfg. Co., of Cincinnati, and the Precision Equipment Co., of that city. Powell Crosley, Jr., is president of both concerns and also conducts the WWL broadcasting station at Cincinnati, Ohio, which is owned by him. The sets and parts being manufactured by these concerns are in such demand that Mr. Crosley has earned for himself the sobriquet of "The Ford of Radio," due to the fact that the Crosley Co. is said to be turning out over 1,000 sets each working day.

The Federal Tel. & Tel. Co. exhibit, a combination of talking machines and radio sets, held the attention of large numbers of visitors, particularly women. This combination consisted of a Victor console which embodied the famous "Federal" receiving unit. This exhibit proved particularly interesting to talking machine dealers. The exhibit was in charge of Milo A. Guérney, district manager, who maintains headquarters at Chicago.

The Bristol Co., of Waterbury, Conn., exhibited its Audiphone Jr. and Audiphone Sr. loud speakers. This exhibit was supervised by H. G. Hall, district manager; C. P. Oerlebeck and G. H. Ferguson.

The United Mfg. & Distributing Co. exhibited its full line of condensers and radio frequency amplified units. Little souvenirs in the shape

of paper monoplanes, carrying United advertisements, were constantly shooting over the heads of the visitors. These were shot out from the balconies by the "United" employes.

The Univernier knob was on display at the Walbert Mfg. Co.'s booth. This little device is used in many places on a set where there is a knob demanding fine vernier adjustment. It is easily installed by just removing the ordinary knob and slipping the Univernier in its place, which in turn offers a twelve to one ratio in tuning in condensers, variometers, etc.

Among the other exhibitors were:

A. H. Grebe & Co., New York, N. Y.; Chicago Radio Laboratories, Chicago, Ill.; Lytton Radio Corp., Chicago, Ill.; F. A. D'Andrea, New York, N. Y.; Atwater Kent Mfg. Co., Philadelphia, Pa.; Automatic Electrical Devices Co., Cincinnati, O.; Multiple Electric Products Co., Newark, N. J.; H. G. Saal Co., Chicago, Ill.; Adams-Morgan Co., Upper Montclair, N. J.; Garod Corp., Newark, N. J.; Kellogg Switchboard & Supply Co., Chicago, Ill.; Moon Radio Corp., Long Island City, N. Y.; Radio Stores Corp., New York, N. Y.

The Ellis Reproducer Stands Supreme



The Ellis Reproducer is recognized by the critical musician and the music lover as the most perfect sound box made. Adaptable to all tone arms. Dealers and manufacturers proposition submitted upon request.

Manufactured by

Arthur Brand & Co.
1618 Vine St. Cincinnati, O.

Distributors of Talking Machine
Repair Parts and Supplies

AROUND BUFFALO

Shortage of Instruments Only Drawback in Unprecedented Holiday Business—All Lines Selling—Month's News and Activities

BUFFALO, N. Y., December 8.—November and early December showed a great increase in business over the same period of last year, according to talking machine dealers and jobbers in all sections of Buffalo. The middle of November brought with it cooler weather, which stimulated sales in instruments and records, and the volume of sales has been on an upward trend since then. Holiday orders are big, jobbers in all lines report. The greatest difficulty is not in getting the orders, but in getting the supplies to fill these orders, the shortage of instruments in the most-wanted styles having reached an acute stage. Record demands also are vastly greater than they were at this time last year. The new weekly release of Victor records has stimulated sales and the double-face Red Seals have been in great demand. Appearance of a number of Victor artists, including John McCormack and Rachmaninoff, has greatly increased the volume of sales in Red Seal records. The Buffalo release of Armbruster's dance records for the Okeh has been taken very favorably here.

Shortage of Victor Models

O. L. Neal, of the Buffalo Talking Machine Co., has returned from a visit to the Victor plant in Camden, N. J., with brighter hopes of being able to meet the demand for instruments this Winter. "Business is very good," Mr. Neal said, "but merchandise is scarce. Demands continue good and the holiday trade is exceptional, but we have not been able to satisfy all requests for the most popular models, especially instruments priced around \$200. We have only a small percentage of what we need. Sales for

the handsome Victor art model 405 have been very, very good indeed."

Forest Cheney a Local Visitor

Forest Cheney, of the Cheney Talking Machine Co., recently visited local dealers and was guest while here of William Stagg, Cheney distributor for western New York. While in Buffalo Mr. Cheney addressed the sales force of the Kurtzmann Piano Co. on "Conscientious Salesmanship." Managers of all Kurtzmann stores in western New York were present.

William R. Stagg, local distributor of the Cheney machine, has redecorated the display rooms. Heavy plush old rose draperies and window hangings, with rugs, lamps and other furnishings in contrasting colors, carry out the ivory and rose color scheme. Mr. Stagg reports a number of new accounts recently opened in this district, among which are C. May & Son, Goellners', Sticht Furniture Co., William Spaulding, of Sycamore, N. Y., and Henderson Co., of Utica and Albany.

Increase in Strand and Okeh Demand

"November showed quite an increase over the same month of 1922," according to F. C. Clare, of the Iroquois Sales Corp., Strand and Okeh record jobber. "Records, instruments and accessories all show an increase in sales." M. O. Giles, of the General Phonograph Co. in New York, was a recent visitor to the local distributing offices.

Freedman & Rosenberg Open New Store

An important event in the local trade this month was the auspicious opening of the Columbia Music Shop by Freedman & Rosenberg in one of the best locations in the city. The open-

ing date was advertised in all local newspapers and was also announced through the medium of handbills, special invitations by mail and personal and phone invitations. Two orchestras furnished concerts during the day and souvenirs were given to all patrons. Two of the city's finest were in attendance to regulate the crowd, as, by actual count, over seven thousand persons visited the store. Many sales were made on the opening day.

Curtis N. Andrews Rushed

The prediction of E. C. Seigesmund, sales manager of Curtis N. Andrews, Victor distributor for this territory, that all indications pointed to a big holiday business is coming to pass. The company is having a hard time of it to meet the demands of its dealers for a sufficient quantity of instruments to take care of the increasing number of customers who are contemplating the purchase of a talking machine as a Christmas gift. A corresponding increase in the demand for Victor records is also noticed, the natural holiday gain being augmented by the new system of weekly releases and the new Red Seal records. Mr. Seigesmund is optimistic concerning the outlook for greatly increased business during the new year.

Bieda Bros. Enlarging

Bieda Bros., well-known local Columbia dealers, have let contracts for a new building which they contemplate erecting in the near future. Floor plans of the structure call for a greatly enlarged phonograph department and twelve record hearing rooms will be installed. The record department of this concern is one of the most complete of any in the United States. The complete catalog of seven foreign languages and the American series records are carried.

Brunswick Dealers' Association Elects

The Brunswick Dealers' Association of Western New York held its annual election of officers, following a noon luncheon in Gandy's. M. Turchin was re-elected president and Mrs.

(Continued on page 136)



Andrews' Service Helped

Victor Dealers to realize on the great possibilities of Victor business during the year just coming to a close.

We appreciate their confidence and are prepared to do our full share in making 1924 an even bigger and better Victor year.

To Victor dealers we extend our sincere wishes for a HOLIDAY SEASON full of happiness and joy.

CURTIS N. ANDREWS

BUFFALO, N. Y.



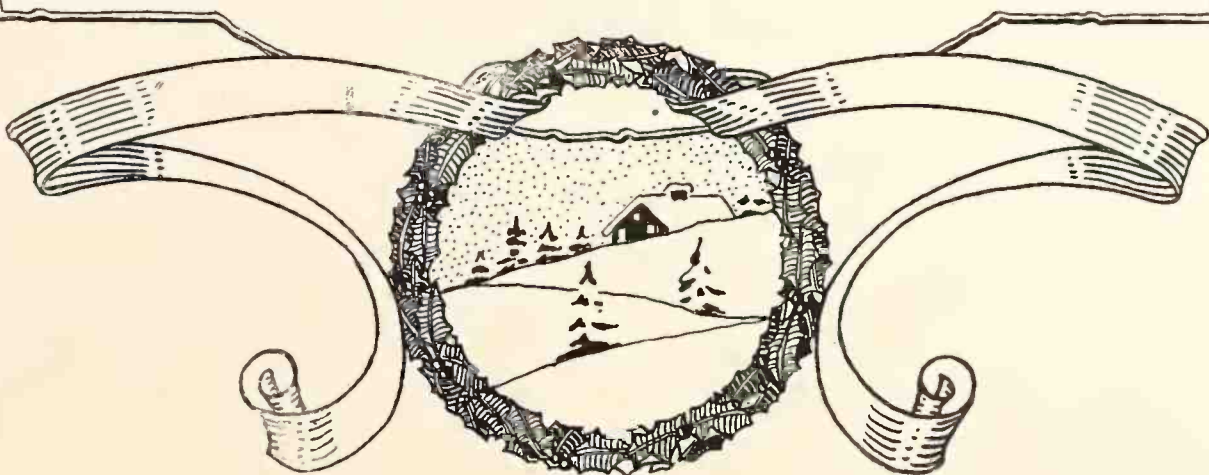
1923—1924

In extending to Victor dealers our sincere wishes for a joyous holiday season, and a New Year full of accomplishment, we take occasion to express our appreciation of the support given us by the retail trade during the year just closing and to pledge ourselves to devote our extensive facilities, in full, to the development of a bigger and better Victor business in 1924.

Yours For Co-Operation

BUFFALO
TALKING MACHINE CO.

Buffalo, N. Y.



BUFFALO HOLIDAY TRADE BOOMING

(Continued from page 134)

Helen Hammond retains her position as secretary. Dealers from this part of the State were present, declaring it has been one of the best years in their history. There was no fear of a slump in 1924 expressed by any of the Brunswick dealers.

J. H. Powers, of Chicago, in charge at present of the local Brunswick distributing branch, said this has been the best year in the history of the Brunswick Co. Mr. Powers was enthusiastic in his expressions of optimism when asked what he thought of the outlook for 1924. "If the factories will keep us supplied with instruments there is not the slightest doubt but that the coming year will far exceed our balances this year, which has been the greatest year for the Brunswick talking machine in its history. There is only one possibility for this to fall short, and that is the shortage of the most popular models," he said. "Our greatest demand has been for the console model, selling for around \$150 and \$200. The demand has been much greater than the output." Mr. Powers said the record demand has also been good. Appearance of Bennie Krueger and His Syncopating Orchestra has greatly stimulated sales of his records. He recently gave a concert dance in Medina, N. Y. Previously he appeared in Lockport and Niagara Falls.

Edison Holds Its Own

C. J. Hereth reports a brisk Edison business. "The New Edison has been holding its own," Mr. Hereth said, "and I have enjoyed a fine season. I expect a big holiday trade and have already received a great number of orders for Edisons." Mr. Hereth has erected a new electric sign in front of his store, featuring the Edison Re-creation tone-tests.

Seeber & Hofheins Complete Alterations

Seeber & Hofheins, exclusive Columbia dealers, have completed alterations to their main store, located in the heart of Buffalo, and the phonograph department has been completely rearranged. An elaborate window display, featuring the new Columbia phonographs and New Process records, is causing much favorable comment.

The Central Park branch store of Seeber & Hofheins, located in the best residential section of the city, reports increased sales of New Process records. Sales at this store show a remarkable increase over the corresponding months of last year. Shipments of new Columbias have arrived and are now on display.

Ad Drive Helps Victor Business

"Victrola business this month has been greater than I expected with the kind of weather we have been having," said A. W. Fleishman, manager of the Victor department of the Wm. Henger Co. An advertising campaign early in the holiday season greatly helped the Victor department.

Planning Drive on Columbia's

The Household Outfitting Co., Columbia

dealer, is awaiting a large shipment of Columbia phonographs. Extensive advertising plans are completed to exploit the new instruments. Columbia sales representative, M. H. Batz, held a conference of the sales force of the Household Outfitting Co., at which time the new motor was explained in detail, the future policy of the new Columbia Phonograph Co. was gone over and plans laid for a large volume of holiday trade for this progressive store.

Celebrates First Anniversary

The first anniversary of the opening of the J. Dombrowski Music Store, exclusive Columbia dealer, this city, was celebrated recently. This store has had a meteoric rise in the musical business and is deserving of all praise. A full line of the new Columbia phonographs and records are en route for the anniversary date. The new Columbia motor will be on exhibition and M. H. Batz, Columbia sales representative, will explain the features to the expected crowds.

A year ago, when the store opened, over 8,000 persons passed through and plans are being made this year to handle 12,000, as it is anticipated that the crowd will be that large. Orchestra concerts, souvenirs and other good things are in store for the patrons.

Columbia Display at Better Homes Exhibit

The Columbia Phonograph Co. displayed all types of the new Columbias and New Process

records at the Better Homes Exhibit at the Broadway Auditorium, this city, in November. Many music merchants visited the exhibit.

Houck Brunswick Shop Opens

The Houck Brunswick Shop was formally opened to-day. Mr. Houck is a veteran of the trade. A few years ago he entered the automobile business with E. C. Emons, but said he could not desert his first love and, consequently, re-entered the old field, handling the Brunswick exclusively at 3165 Bailey avenue.

W. H. Daniels Elected to Bank Board

William H. Daniels, of Denton, Cottier & Daniels, was recently unanimously elected a member of the board of trustees of the Erie County Bank & Savings Co. Mr. Daniels has been prominent in banking circles for years.

Jay Smith, formerly of Akron, N. Y., has purchased the Bartlett Building in Warsaw, N. Y., where he is planning to open a music store.

Arthur Victor, president of the Victor Co., furniture dealer, with a large department devoted to Victrolas has been chosen chairman of the Jewish Relief Commission in Buffalo.

V. W. Moody, of Silas E. Pearsall Co., New York, and formerly with the Buffalo Talking Machine Co., was a recent trade visitor. He was accompanied by Mrs. Moody.

A. E. Webb has purchased the music store of Laudauer, Inc., in Medina, N. Y.

Standard of Ethics for Retail Trade Publicity

Buffalo Better Business Commission Publishes a Platform With Ten Planks Defining Questionable Methods in Retail Music Merchants' Newspaper Advertising

BUFFALO, N. Y., December 8.—The Buffalo Better Business Commission, in response to a number of complaints, recently took cognizance of the questionable character of some of the advertising being run by several local piano and talking machine dealers and as the result of a careful survey of the situation made the following report embodying various recommendations calculated to improve the character of local musical instrument advertising to which local dealers will be asked to subscribe:

After an eight months' survey of musical instrument advertising in the city of Buffalo, the Better Business Commission makes the following recommendations, which, if closely adhered to by the dealers in such merchandise, will result in materially increased reader confidence in the industry's advertising; these recommendations to take effect Dec. 1, 1925:

Bait Advertising

This type of advertising, which includes attractively described, priced and illustrated merchandise that is discredited by salesmen, or is not on sale, or if on sale cannot be purchased, must not be used.

Comparative Prices

The misuse of comparative prices should be avoided. Experience has shown this form of misrepresentation is responsible for more deception in advertising than any other abuse. The

basis upon which the commission interprets the truth of a comparative value claim is: the price at which the same article, or one similar in workmanship and materials, is selling in two or more stores at the time of the advertisement. Statements of fractional savings, such as 1/3 off, 1/2 price, etc., should be avoided since they are dangerous to confidence.

Credit Terms

Should be clearly outlined so as to cause no confusion on the part of the reader. "Terms to Approved Credit Only," or some such phrase, truthfully and aptly to describe the conditions, will eliminate deception.

Derogatory Statements

In advertising or sales talk statements reflecting discredit upon competitors should be discontinued.

Down Payments

The statements "No Money Down" or "No Down Payment" shall not be used.

Statements such as "Pianos or Phonographs on Approval" shall not be used.

Statements such as a given number of records or rolls "with a phonograph or piano," without increasing the terms of purchase, shall clearly specify that a charge will be made for these records and rolls.

Use of Word "Free"

Should never be used where the securing of



IROQUOIS SALES CORPORATION

210 FRANKLIN STREET

BUFFALO, N. Y.

Distributors for New York State and
Northwestern Pennsylvania for
Okeh Records and ODEON Records.

A capable, efficient sales organization that is ready and willing to co-operate with Okeh and Odeon dealers in building up a permanent, profitable demand for these popular record lines.



The NEW Columbia is superior

*Hearing
is believing*

The motor is in a class by itself.
Columbia scientists and engineers have set a new standard in their production of the New Columbia Motor. It is unequalled in accuracy; durability and silence in operation.

COLUMBIA PHONOGRAPH COMPANY
New York



the article advertised is dependent on the obligation to purchase something else in conjunction with it, or to perform a service of some sort to obtain it. "Free" offers have been very much abused in musical instrument advertising. The commission suggests "given" or "included" as more correctly descriptive of such offers.

F. O. B. Prices

The selling of musical instruments at F. O. B. prices is so new that confusion results unless the advertisement contains a complete explanation of the conditions precedent to such an offer.

Second-class Merchandise

Rebuilt or used merchandise shall be truthfully designated as such.

Unqualified Statements

Such as "The Greatest Sale in Buffalo," "Greatest Values Ever Offered," "Your Own Terms," "Unmatchable Values," "Lowest Prices Always," etc., should not be used. Superlatives are dangerous to confidence in advertising and should always be avoided.

Wholesale

The terms "Wholesale," "Selling at Wholesale," or "At Factory Prices," are confusing and should not be employed.

ST. LOUIS DEALER TO OPEN STORE

St. Louis, Mo., December 6.—Negotiations have just been completed for opening a Brunswick shop on busy Delmar boulevard. Ernest W. Kemp is the owner and progress is being made at top speed. The building is to be completed by December 10 and Unico equipment is already en route to accomplish an opening by December 20. When completed the new store will rank with the best in this vicinity.

MARKELS PLAYS AT RITZ-CARLTON

Popular Society Orchestra and Okeh Artist at Famous Hotel—Plays for Tea Dancing

The Markels Orchestra, New York Society Orchestra and an exclusive Okeh artist, is playing for tea dancing in the new Oak Room at the Ritz-Carlton Hotel, New York. This hotel maintains one of the most exclusive tearooms in the city, and it is frequented by foreign dignitaries as well as leaders in the society and



Michael Markels

theatrical worlds. Michael Markels, leader of the orchestra, is well known in musical circles, having played for society dances for many years, and numbering among his patronesses such prominent people as Mrs. Vincent Astor, Mrs. William Rockefeller and Mrs. Harry Payne Whitney.

EXTENSIVE IMPROVEMENT OF STORES

Holiday Business Rush No Bar to Store Remodeling—Service Deemed Important

Despite the fact that the retail trade throughout the country is up to its ears in holiday business many dealers are alive to the necessity of extending the best possible service to their patrons and are losing no time in adding to their facilities. This is manifested by the large number of rush orders for installation of its equipment and fixtures which is being received by the Unit Construction Co., Philadelphia, Pa.

Among the installations which are being rushed by this concern are the following: Forbes & Wallace, Springfield, Mass.; Link's Record Shop, Cincinnati, O.; Henry W. Upham Piano Co., Malden, Mass.; Luebtow's Music Co., Milwaukee, Wis.; C. L. Kauffman, Cleveland, O.; Efrd's Department Store, Charlotte, N. C.; LaVoice's Music Store, Plattsburg, N. Y.; C. G. Schultz Co., Chicago, Ill.; B. B. Todd Co., Philadelphia, Pa.; Kempf Bros., Utica, N. Y.; Keith Prowse, London, Eng.; Dills Bros., Parkersburg, W. Va.; Humes Music Store, Columbus, Ga.; Ludwig & Co., Springfield, Mass.; K. C. Sexton, Washington, D. C.; Fox Piano Co., New Rochelle, N. Y.; Sage & Allen, Hartford, Conn.; Ellis & Sons, Uniontown, Pa.; W. L. Hurley Co., Camden, N. J.; Francis Sexton Co., Washington, D. C.; Love-man, Joseph & Loeb, Birmingham, Ala.; E. C. Malarkey, Shamokin, Pa.; Caldwell Furniture Co., Malden, Mass.; Benjamin Futernik, Philadelphia, Pa.; Harry F. Asher, Mineola, L. I.; Roth's Music Store, Leechburg, Pa.; Ernest W. Kemp, St. Louis, Mo.

OUTING TALKING MACHINE CO., Inc., Mount Kisco, N. Y.

JOBBERS



Two Models: Outing Sr. and Outing Jr.

- A. C. ERISMAN CO. 174 Tremont St., Boston, Mass.
 - BRISTOL & BARBER CO., INC. 3 East 14th St., New York, N. Y.
 - GENERAL PHONOGRAPH CORP. 15 West 18th St., New York, N. Y.
 - GEORGE C. ULRICH & CO. 56 Estey Bldg., Philadelphia, Pa.
 - BENNETT PIANO CO. 52 W. Market St., Wilkes-Barre, Pa.
 - STARR PHONOGRAPH CO. 634 Grant St., Pittsburgh, Pa.
 - J. K. POLK, INC. 294 Decatur St., Atlanta, Ga.
 - INDEPENDENT JOBBERING CO. 112 East Center St. North, Goldsboro, N. C.
 - IROQUOIS SALES CORP. 210 Franklin St., Buffalo, N. Y.
 - VOCALION CO. OF OHIO. 328 Superior St., W., Cleveland, O.
 - C. L. MARSHALL CO. 514 Griswold St., Detroit, Mich.
 - CONSOLIDATED TALKING MACHINE CO., 227 Washington St., Chicago, Ill.
 - CONSOLIDATED TALKING MACHINE CO., 1121 Nicollet Ave., Minneapolis, Minn.
 - YAHR & LANGE DRUG CO. Milwaukee, Wis.
 - THE DUNNING CO. 303 Second St., Des Moines, Iowa
 - RENIER MUSIC HOUSE. 545 Main St., Dubuque, Iowa
 - ARTOPHONE CORP. 1103 Olive St., St. Louis, Mo.
 - ARTOPHONE CORP. 203 Kansas City Life Bldg., Kansas City, Mo.
 - JUNIUS HART PIANO HOUSE. 123 Carondelet St., New Orleans, La.
 - TEXAS RADIO SALES CO., INC. 2005 Main St., Dallas, Texas
 - CARL FLORINE. 131 East 4th Ave., Denver, Colo.
 - WALTER S. GRAY & CO., 1054 Mission St., San Francisco Cal.; Los Angeles, Portland, Seattle
- Export:—CHIPMAN, LTD.
New York, London, Montreal, Wellington, Sydney, Melbourne, Perth, Havana, Mexico City, Buenos Aires, Rio De Janeiro, Santiago de Chile.
Cable Address: Chipmonk, New York



Model 230
\$135
Figured Mahogany or Walnut

The
Pooley
PHONOGRAPH

The Phonograph Line That Speaks for Itself

By superior quality and value alone has the Pooley Phonograph achieved recognition and prestige. The reputation of the manufacturers for producing nothing but the best has been zealously guarded in the production of these instruments, and high-class houses now selling Pooley Phonographs are a recommendation and evidence of their excellence.

Successful and growing concerns are the ones with the ambition and purpose of securing for their customers the best for the money, and genuine values at consistent prices make sales easy, and build up a satisfied, loyal class of trade.

We offer you in the Pooley line the highest types of the artistic blending of musical instruments into fine furniture. Eight consoles and one upright style. Complete line on display at Detroit and Cleveland.

INQUIRIES SOLICITED

C. L. MARSHALL COMPANY, Wholesale Distributors

Michigan, Ohio, Kentucky, West Virginia and East Indiana
Pooley Phonographs, Outing Portables, Junior Operetta Records and Criterion Musical Merchandise Products
Detroit—514 Griswold St. Cleveland—328 Superior, W.

DETROIT

Retailers and Wholesalers Busy Supplying Pre-Christmas Demand for All Lines—The Month's News

DETROIT, MICH., December 7.—As expected, holiday business got a new start on the first of the current month and there is not a doubt in the minds of talking machine dealers that sales will continue brisk until the end of the month. Every sort of machine is included in the buying on the part of the public. Even the portable models are coming in for a good share of the business, especially the newer styles, which make ideal Christmas presents. Dealers, fortunately, are well stocked for the holiday trade.

In view of the coming of the Chauve-Souris show, due here the week of December 9, Grinnell Bros. have an entire window fixed up very attractively and dedicated to the musical hits of this show, particularly "Parade of the Wooden Soldiers." Toy-wooden soldiers fill the window, as well as a dozen or more records which call attention to the show and the song numbers.

R. B. Alling, manager of the Phonograph Co., of Detroit, which also operates the Edison Shop, declares that November was the biggest month in the history of the store and that December will go far beyond it in sales. This coming from a conservative like Mr. Alling, who seldom talks for publication and who usually underestimates, augurs well for the standing of the Edison line in this territory. Mr. Alling has not let up one minute on his advertising, even during the hot weather months, and apparently his campaign is showing the cumulative results. Asked what particular models were selling best, he declared: "Well,

everything is moving. It is surprising to note that even working people come to our store and are willing to pay from \$200 and up for the Edison. A great deal of it is cash business, although we have a liberal credit system, and it is a pleasure to state that we have had very little trouble in getting our money. People are taking more interest in the importance of establishing credit for themselves and I have noticed that all during the year collections have held up remarkably well."

The J. L. Hudson Music Store is prepared for the biggest holiday business in its history and Manager Ed Andrews is ready with the biggest merchandise stocks. The Hudson Store is now concentrating on the Victor, Cheney and Brunswick. The new departure of selling records individually wrapped, thus guaranteeing that they are absolutely new, is proving a big success and Manager Andrews is well pleased with this change in policy. The Hudson Store no longer sends records out on approval. Manager Andrews now contends that "selling" the public on a policy idea is purely a matter of education, and it is just as easy to educate them one way as another.

Manager Quinn, of the Brunswick Shop, declares that they will show nearly a 100 per cent increase in December business, compared to the same month of 1922. The Brunswick Shop is doing its greatest volume on the console models.

The Sonora phonograph is being strongly featured by the Howard Music Shop at 9105 Twelfth street, and the Sonora Shop, at 1040 Gratiot avenue.

The phonograph shop in the Cunningham Store, 1065 Woodward avenue, Detroit, all this week is giving free concerts by the Finzel Arcadia Orchestra, Okeh artists. The hours for these concerts is from 12 to 1 P. M. As an added exploitation stunt 150 Okeh records are to be given away to those holding lucky num-

bers. This shop makes a big specialty of the Okeh and is doing a very nice business.

The Robinson-Cohen Co. has recently opened a third store, which means another shop to sell the Cheney line.

Columbia dealers report that the recent sale of demonstration Columbia records at 25 cents proved a big success. The new Columbia talking machines have created a great stir among dealers and it is certain that the Columbia trade values the franchise more than ever.

Sam Lind, of Lind & Marks, distributors of the Vocalion and manufacturers of the Wolverine phonograph, states that nothing can prevent December closing the best year the company has ever had. "We are doing more business every month with the Vocalion record and not a day goes by that we do not add a new Wolverine account," he declared.

NEW EMERSON RECORD ACTIVITIES

Company Planning to Enter the Personal Recording Field—Dealers to Act as Agents

The Emerson Phonograph Co., Inc., announces the inauguration of a personal record department. This will include the making of individual recordings of the speaking or singing voice, instrumental solos, duets or quartets, as well as musical combinations of amateurs or professionals. Records of these recordings will be furnished in any quantity and it is proposed to allow all Emerson dealers to act as agents for this service. The Emerson recording rooms, 206 Fifth avenue, New York City, have been re-equipped so as to render prompt service and complete these personal recordings under the most favorable circumstances.

J. A. Flanagan, former manager of the phonograph department of Abraham & Straus, Brooklyn, is now manager of the Bronx T. M. Co.

**If the Best is the Cheapest to Buy,—
Then the Best is the Cheapest to Sell.**

Music lovers everywhere recognize that only the New Edison can give real music; for it is the only phonograph that actually Re-Creates the artist's performance. Its realism is so profound that the music critics have been unable to distinguish the original from the Re-Creation.



Write us for our latest agency proposition

The Phonograph Company of Detroit

Distributors for Michigan and Northern Ohio

1540 Woodward Avenue

Detroit, Michigan



Ready January 15th

A Phono-Radio Tone Arm

(Patent applied for)

The most important development in the talking machine field—a tone arm that makes a talking machine a loud speaker for the radio. This new tone arm has the radio loud speaker permanently attached—the sound box does not have to be removed. Do not confuse this with the ordinary ear phone attachment. It is a loud speaker in every sense of the word. It will be made to fit all standard makes of talking machines. Dealers and manufacturers will find a decided demand for this combination. There is nothing like it in the market. Length 8—10½ inches. Highest tone quality.

Send now for full particulars

Now Ready for Immediate Delivery



No. 1 B Throw back type with type E sound box. Length 8—8½ inches. Special prices to large users.

A Merry Christmas and

A Happy New Year

WM. PHILLIPS PHONO PARTS CORP.

145 West 45th Street

CABLE ADDRESS:
PHONOPARTS

New York City

TOLEDO

Trade Is Happy as Sales Records Are Being Broken—Prosperity of Industries Helps—Month's News

TOLEDO, O., December 6.—The business tone underlying the machine and record trade here is extremely optimistic. Sales records are being smashed. Dealers downtown are particularly happy. Every one of them has recorded a better year than last. The cause for the big demand is not hard to find. Industrial conditions have been good all year and are still good. Few workers of skill are unemployed. The building trades are busy. Factories are working at normal capacity.

Again, Christmas savings checks released by the banks put several hundred thousands of dollars into the hands of customers for holiday buying. Not a few patrons had ordered machines to be paid for with Christmas checks and others were waiting to buy as soon as this money came to them. It's sure to be a fine holiday year.

The Toledo Talking Machine Co. has experienced a far busier twelve months than last. The shortage of several popular-priced Victrola models cut into the total, but this was overcome by pushing types that ran into larger figures. The weekly record releases also added a large volume of new business. As dealers learn the advantage of this innovation more sales are being made, according to Chas. H. Womeldorf. Then, the Red Seal numbers are more widely bought than ever before. Since the price cut people who thought they could not afford high-priced records have started buying.

The Lion Store Music Rooms are enjoying a splendid holiday business, A. J. Pete reports. Much of the present demand is the result of efforts put forth during the Summer months by

the five outside salesmen. One of the number had seventeen prospects call at the store during the past week; all bought either Victrola, Brunswick or Cheney machines. During one of the special drives recently inaugurated twenty-five Strand machines, lamp and "talker" combinations, were sold. Much of the success attained by the department is due to high-grade, year-round outside selling.

At the J. W. Greene Co. the sales contest between the piano, talking machine, record, music roll and non-producing teams has stimulated trade to a large extent, E. A. Kopf states. Several cash prizes are the rewards offered. Also a Thanksgiving turkey was given to the team in first place at that time. The non-producers are the office force, truckmen, repairmen and the like. They are expected to turn in the names of prospects or give information which will lead to a sale. The contest has developed this important fact—salesmen will produce extraordinary results under the right incentive. Particular pains are taken here to see that no record sale is lost. It is seldom that records are out because jobbers in several markets are patronized. But, in case a number is missing, a card of the "out" number is made and it is ordered immediately. Miss Hazel Lattimer devotes practically all of her time to the stock records. As quickly as the out record is received a card worded as follows is mailed the customer: "The Victor record you asked us for is now in stock at our store and will be held five days awaiting your call. Should you wish this record delivered to your home please notify us at once."

Another post card which has more than paid its way is one going to prospects with a letter asking for information and also the permission to serve them more fully.

W. Russell Hughes is a new member of the sales force. Miss Alexandria Aye has also joined forces with the house.

The Cable Piano Co., according to W. A. Grubbs, is meeting with fine success with its

record broadcasting tie-up. Numbers are furnished to one of the radio stations. In order to give the store full credit it is announced that records are furnished by the Cable Co. Then Kalts Entertainers Orchestra is co-operating with the record department by playing new dance hits on sale at the store. A window sign and photo of the players add to the interest. Brunswicks and Victrolas are featured.

Kenneth R. Shepard, credit manager for the Toledo district, has been promoted to the Detroit district and put in charge of credits and collections. He will supervise about twenty stores. Bernard Felix has been named as his successor. Ernest Miller has joined the sales force.

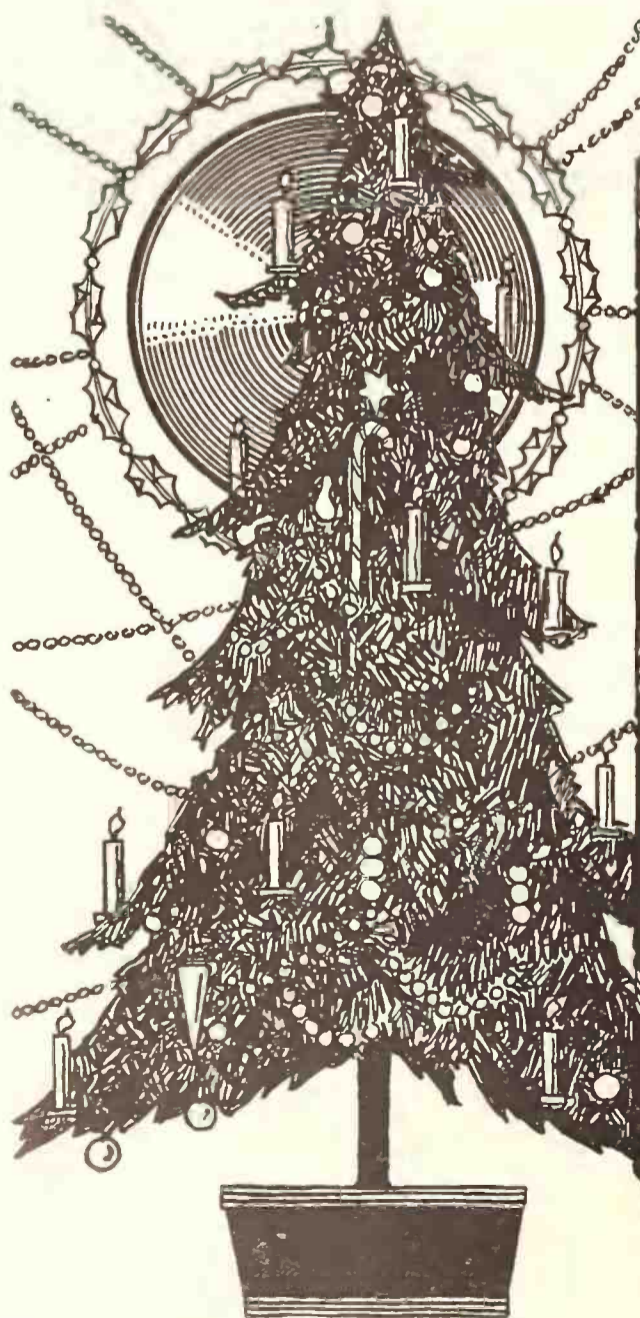
The United Music Store reaped a rich reward from the John McCormack window used during his Toledo concert. Many of the audience passed the window, which was brilliantly lighted and contained poster, cut-out and photograph of Mr. McCormack, with the caption "My Favorite Records," followed by the favorites of this popular Irish tenor.

Brooke John, orchestra leader, paid a visit to the store recently, as did Wendall Hall, new Victor artist, whose first record went on sale November 23. He, moreover, played selections of his own composition here, at the Lion Store and the Toledo Talking Machine Co.

At the Goosman Piano Co. sales exceed last year's total by a generous margin. A branch store has been opened at 420 St. Clair street under the management of C. E. Colber. Starr, Columbia and Vocalion phonographs are featured. Miss Grace Greenman, sales expert, is again in charge of the record and machine department.

Grinnell Bros.' Christmas trade is showing much promise. Sales are ahead of the past two years. While the console Victrola shortage is a severe one, nevertheless, many higher-priced instruments are being sold as substitutes. John Tate has joined the sales force of the house.

The Talking Machine Shop, Columbia dealer,



To all Victor dealers
we wish a

Merry Christmas

and a

Happy and Prosperous
New Year

The Toledo Talking Machine Co.

Victor Wholesaler

TOLEDO, O.

VAN VEEN & COMPANY

Woodworkers Since 1907—Still Going Strong

Complete equipment for the talking machine, radio, musical merchandise and sporting goods trade.

Hearing rooms, counters and record racks ready for prompt shipment.

There is responsibility and reputation behind our product—*“adding much to the value but nothing to the cost.”*

Christmas Greetings to the Trade

VAN VEEN & COMPANY, Inc.

Offices and Warerooms:
413-417 East 109th Street

'Phone Lehigh 5324

NEW YORK CITY

is enjoying a holiday trade of good proportions. Blues numbers are in demand, Fred. Frame, manager, states. The Columbia cut-out periods are appreciated by all dealers because they make it possible to keep stocks clean. The Toledo Home Furniture Co. is conducting a sales contest among the force. Prizes of \$100, \$75, \$50 and \$25 will be awarded. Each sales dollar counts as a point. Columbia and Brunswick machines and records share in the event, Miss Helen Canfield reports.

The Whitney-Blaine-Wildermuth Co. is putting forth extra efforts to close a large holiday volume, according to David Blaine, president. Every department in the house is featured at various times in the publicity. Christmas record gift certificates are urged as an exceptional means for remembering friends. The Victor holiday record list of numbers appropriate to the season is being patronized liberally, Miss Maud Winchell states.

The Frazell Piano Co., which recently expanded its floor space, has increased its sales force through the addition of Alden Ward, Milo Barrett, Carl Ferguson, Mr. Winters, Joe Faulcon and Mr. Pritchard. Sonora, Vocalion phonographs and Vocalion records are carried.

At the La Salle & Koch Co. music shop high-priced machines are sold more than the cheaper ones, Forrest O. Edwards, manager, reports. Odeon European records have been added to the record stock. Miss Kathaleyn Kortier has joined the record force here.

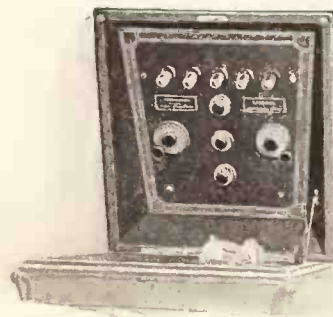
The Frazell Music Store, Columbia dealer at 715 Adam street, has remodeled its store, putting in additional hearing rooms and new fixtures on the first floor in order to give adequate

surroundings to the new line of Columbia phonographs and New Process records.

INTRODUCES THE RADIOLA IX

Radio Corp. of America Announces Important Addition to Line—Designed Specially for Installation in Phonographs

The Radio Corp. of America, manufacturer of Radiolas, has just placed on the market the Radiola IX, which it designates as a “radio phonograph adjunct.” In advising the trade regarding this important addition to its line, E. E.



The New Radiola IX

Bucher, sales manager of the company, stated as follows: “The Radio Corp. has received a great number of inquiries from phonograph and music dealers for the purchase of a radio set to be installed in phonographs, and of such design and construction that the reproducing horn of the phonograph would serve as the loud speaker of the radio set. The combination of the radio set and the phonograph is considered to be a particularly desirable item of merchandise for those whose living quarters are some-

what limited. Preference was expressed for a radio unit which could be mounted in a cabinet without disturbing the operation of the phonograph, and which could be installed without having the phonograph cabinet rebuilt or altered to accommodate the radio set.

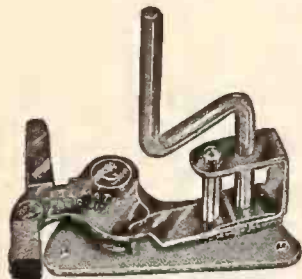
“To meet this demand it has been necessary to design a radio panel which, with all of its mechanism, was exceptionally thin and which could, if so desired, be installed in the lid of the vertical type of phonograph, or in the record carrying space, or in the space immediately above it in the console type. Dry battery operation was deemed essential, together with a degree of selectivity which would enable the purchaser to secure satisfactory operation through present traffic conditions in the ether. After an extended period of research and development, followed by extensive tests on most of the existing types of phonographs, the Radio Corp. of America now announces to the trade the introduction of the Radiola IX.”

The Radiola IX is a five-tube radio-audio frequency set which not only meets the stipulations set forth above, but it also provides a substantially equal degree of sensitiveness over the entire broadcast wave length scale, 220 to 550 meters. To this end the Radiola IX is equipped with special radio frequency transformers provided with selector switches, permitting the user to secure the maximum efficiency of operation on any wave length within the band specified by the Department of Commerce. For most purposes the Radiola IX operates satisfactorily with an indoor antenna, although standard outdoor aerials may be used.

For the present the Radiola IX is produced in three sizes: (1) a complete radio panel of the proper dimensions to fit Victrola model VV-100 and model 11; (2) a complete radio panel to fit the Columbia Grafonola model G-2. This size will also fit several other upright models; (3) a complete radio panel 17¾ inches by 17¾ inches which can be trimmed down to fit most console types of phonographs. The unit is mounted in the cover of the vertical type of phonograph by boring four holes in the top, for which purpose there have been provided special bolts which will not destroy the appearance of the machine. The list price of the Radiola IX with complete equipment, including batteries, is \$230, and deliveries will be made during the month of December.

S. M. Creedman, prominent phonograph dealer of Brooklyn, N. Y., with a store at 4509 Thirteenth avenue, has leased quarters adjoining. Growing business made the move necessary. The new quarters are being remodeled.

K-E AUTOMATIC STOPS



The K-E is still the best Automatic Stop made
Because it:

- Avoids motor strain
- Is not attached to Tone Arm
- Low installation cost
- No extra parts
- Operates all Records.

Send 50c. for sample

Kirkman Engineering Corporation
484-490 BROOME ST. NEW YORK

C I N C I N N A T I

Holiday Business This Year Promises to Exceed That Done Last Year—Many Retailers Add New Lines—Activities of the Month

CINCINNATI, O., December 6.—The heavy demand for both talking machines and records in Cincinnati territory shows no signs of abatement. In fact, every jobber in this city states that his business during November showed a healthy improvement and all dealers are exceedingly optimistic about the outlook for December. They feel that the big business which they did during December, 1922, will be repeated again this year and in many cases both jobbers and retailers will have a comfortable increase to report over last year's figures. The industrial situation in Cincinnati at the present time is good and, for this reason, people seem to have money to spend. The talking machine dealers will undoubtedly get their share during the next three weeks. The healthy demand for instruments and records throughout the first eleven months of this year has made it impossible to build up very much of a reserve stock. However, jobbers believe that they will have sufficient shipments in the coming weeks to take care of all of the local dealers.

New Edison Dealers

The Phonograph Co., Edison jobber, in Cincinnati territory, states that its business is very good at the present time and that many new accounts are being opened. The business on Edison talking machines outside of the city is particularly good. Manager Oelman, of the company, says that the following new accounts have been opened by his company: Robert L. Seeds Co., Columbus, O.; Hunter Music House, Dayton, O.; W. A. Strapp, Urbana, O., and the D. & E. Columbia Shop, Cincinnati, O.

Advertising Boosts Brunswick Sales

The Brunswick district office states that the volume of business done in the last four weeks on both machines and records has been excellent. November was an exceptionally good month, sales showing a great increase over those of last year, which were large. Officials are optimistic and believe that the coming months will bring with them good business. Much of the increase in business lately is attributed to the substantial increase in advertising being done by Brunswick dealers. There

is some demand, of course, for upright models, but the heavy city trade is on consoles. It is said, however, that the dealers in Kentucky are hesitant to venture with the comparatively new console type. All local dealers handling Brunswick machines and records are preparing large stocks in anticipation of a fine holiday business just ahead. The new accounts taken on lately by Brunswick include Parker's Music Store, Cincinnati, and Sell Bros., Delaware, O.

Dealers Add Okeh and Strand Lines

The Sterling Roll & Record Co. has been doing a fine business on Okeh records and Strand talking machines. A number of new accounts have been opened lately, according to Ben L. Brown, manager of the company. The volume of business that is being transacted is considerably ahead of last year and is expected to show a nice increase during the coming month. Okeh records of a fairy tale set, composed of such tales as Jack and the Beanstalk and Cinderella, are going over well. A special display of the Okeh laughing record is being put on here and, because of the newspaper advertising and the special sales work, this record is making a big hit. Larry J. Naber, salesman for the Sterling Roll & Record Co., has just returned from a road trip. He has been very successful in the sale of "Red Riding Hood," "Little Tot's" and "Kiddie Records" sets.

Victor Demand Exceeds Supply

The Ohio Talking Machine Co., Victor distributor, reports that its business has been unusually good throughout the month of November. The only complaint that is heard constantly is that the company cannot get enough machines to supply the demand from the dealers in this territory. The factory has been rushed for some time and has been giving just as good delivery as it is possible to get under the circumstances. Models No. 80 and 210 are very popular, according to company officials.

Arthur Brand to Expand

Arthur Brand reports that business is fine at the present time and that laboring people in the city are in a position to make nice purchases. Many portable and small cabinet ma-

Bakertone for Phonographs

No surface noise and no sacrifice of volume or tone quality.

No need to alter the phonograph. A simple attachment that can be added by anyone. Helps records sales. Sells at \$3.50.

Ask for discounts.

**Bakertone
Corporation**

408 Pearl Street
BUFFALO, N. Y.



chines are being sold now, according to Mr. Brand. In addition to his present lines Mr. Brand expects to add electric motors.

Window Concerts Develop Interest

The Starr Piano Co. has been boosting the interest in Gennett records in Cincinnati by having concerts in the window of their store by Jim Riley and his youngest professional orchestra in the country. This orchestra is made up of exclusively Gennett artists. Officials of the Starr Co. say that business has been very good and that talking machines have been in good demand. The Gennett record of "He's An Odd Fellow" is having good sales and has been given much publicity in the form of testimonials by prominent Odd Fellows throughout the country. A scheme which is creating more Christmas business is that of having a special Christmas envelope for special Christmas greeting records which have been put out. On the fly leaf is a picture of the performer with a writeup about him or the record.

Alms & Doepke Feature Brunswick

The Alms & Doepke Co., one of Cincinnati's largest and best known department stores, has just opened a new Brunswick phonograph salon. For the home of the Brunswick a new salon, suitable in its architecture and appointments, has been erected on the third floor. There are sound-proof rooms and beautiful showrooms where the Brunswick can be seen in a variety of period and modern models. The arrangement of the department is unique. The finishings and architecture are in old English Gothic style with five large groups of hammered brass candles suspended from the arches. The department is in charge of J. D. Bright, a former Brunswick man.

Window Tie-Up With Football

The Chubb-Steinberg Music Shop made a big hit the past week with its Thanksgiving display. The company tied up successfully with two local football events, the University of Cincinnati game with Miami University on Thanksgiving Day and the St. Xavier College game with the Haskell Indians on the same day. Pictures of the stars from University of Cincinnati and from St. Xavier College were shown in the window. In another window was a Thanksgiving table spread with good things to eat. At the table was seated the Victor dog. Over the table was a sign, three things to be thankful for, a football game, a Thanksgiving dinner and a Victor concert afterwards.

Store Changes and New Lines Added

E. P. Cooper, Covington, Kentucky dealer, and the E. M. Abbott Co., Cincinnati, have taken on the complete line of Strand instruments.

Parker's Music Store, 1210 Linn street, Cincinnati, has taken on the Okeh line of records and has also opened a Brunswick shop.

The Otto Grau Piano Co. has installed Odeon records in its downtown Cincinnati store and also in its Norwood, O., store.

J. N. Manderer, Central avenue dealer, has added Okeh and Odeon records to his stock.


The NEW EDISON.
COMPARISON WITH THE LIVING ARTIST
REVEALS NO DIFFERENCE

Net Profit—Counts!

*Edison Dealers Figure Net Profit
This Way*

1. DOLLARS and CENTS—Even after Uncle Sam has taken his there is a very substantial sum left.
2. GOOD WILL—No line pays as well in good will as the Edison. This is a real asset and can be capitalized.
3. THERE'S A SENSE OF SATISFACTION in knowing you have given your customers the best. This is non-taxable and you cannot lose it.

Investigate the Edison Dealers' Proposition

THE PHONOGRAPH COMPANY

CINCINNATI

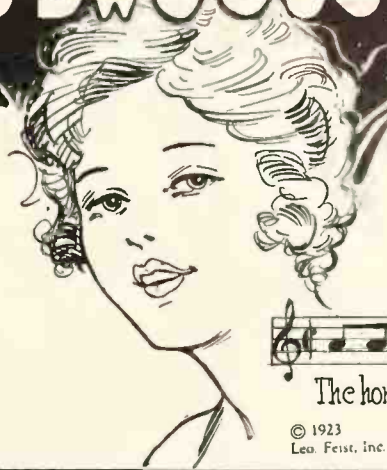
314 West 4th Street

CLEVELAND

1240 Huron Road

My Sweetie's Sweeter Than That

"You can't go wrong
with any **FEIST** song"



A Sweeter Than Sugar Fox-Trot



The honey-suckle is sweet, it gives the bees all a treat,

© 1923
Leo. Feist, Inc.

J.M.R.

J. M. Fryer, Falmouth, Ky., has taken on Okeh records. Visitors to the city include Finley Davidson, of Middletown, O., and Mr. Duncanson, of Hillsboro, O.

D. & E. Columbia Shop Opens

J. Fred Dietz and Mrs. Sarah M. Eggers recently opened the D. & E. Columbia Shop, located at 11 West Seventh street near Vine street. The store will be operated as an exclusive Columbia shop and an extensive advertising campaign on the new model Columbias and New Process records already is under way. Beautiful modern fixtures and hearing rooms have been installed.

Yerkes' Flotilla Orchestra, Columbia artists, appeared at the Keith Theatre here recently. This was their first appearance in Cincinnati and went over very big.

Max Frank Expands

Max Frank, formerly manager of Hoffenman's Music Shop, of Brighton, O., has opened an exclusive Columbia shop at Twelfth and Vine streets, this city. Mr. Frank was also formerly connected with Guttman's of Bristol, Tenn., and has had many years' experience in the phonograph business. A complete stock of new Columbia machines and New Process records was displayed at the opening.

Widener's Enjoying Good Business

Widener's Victrola Shop has been handling a large volume of sales during the past month, according to Morris Fantel, manager. This firm had a good window display of Thanksgiving records which pulled a number of sales.

NEW WALL-KANE REPRESENTATIVE

The Wall-Kane Needle Mfg. Co., Brooklyn, N. Y., has announced the appointment of the Consolidated Talking Machine Co., of Chicago, as Western factory representative of the Wall-Kane line of needles. The Consolidated Talking Machine Co. will distribute these needles not only from the Chicago headquarters, but from branches in Detroit and Minneapolis. The appointment of this new distributor is expected to not only materially increase Wall-Kane needle sales throughout the Middle West, but to supply maximum service for dealers of this territory as well.

HOMOKORD RECORD POPULAR

Carl Kronenberger, proprietor of the Favorite Mfg. Co., New York City, reports a continued demand for the Homokord record. His company carries a most comprehensive stock of standard titles and is able to make overnight shipments of these goods. The Homokord is a German importation containing many favorite song and instrumental numbers.

The new music store of Frank H. La Voice, situated in the First National Bank Building, Plattsburgh, N. Y., was recently formally opened with best wishes from a host of friends.

HANDSOME NEW STORE IN MEMPHIS

Reinhardt's, Inc., Open Elaborate Quarters For Sale of Vocalion Red Records

MEMPHIS, TENN., December 5.—One of the handsomest stores in the South devoted to the sale of talking machines and records is the new



Sig. Rimini and Mme. Raisa

establishment of Reinhardt's, Inc., opened recently at 104 South Main street this city, where Vocalion Red Records are featured in a substantial way. The new quarters have already

proved very popular with the music lovers of the city, a fact that has been made manifest through the steady increase in business that has come to the company since it has been settled in its new home.

A particularly happy feature of the opening celebration at the new store was the appearance of Mme. Rosa Raisa and Sig. Giacomo Rimini, prominent members of the Chicago Opera Co. and exclusive Vocalion Red Record artists, who had arrived in Memphis to give a joint recital under the auspices of the Beethoven Club and took the opportunity to attend the opening ceremonies at the store at the request of Walter C. Reinhardt, president of Reinhardt's, Inc., and through the courtesy of Mrs. J. F. Hill, president of the Beethoven Club. The accompanying photograph shows Sig. Rimini and Mme. Raisa autographing records purchased by the early visitors to the new store. Needless to say, they were kept busy.

ROTH'S MUSIC STORE IN NEW HOME

LEECHBURG, PA., December 7.—With a new location and with well-established reputation for energetic service Roth's Music Store makes its bow to Leechburg patronage. Under the supervision of the Unit Construction Co.'s staff fixtures were planned and installed which makes this store one of the most attractive hereabouts.



THE busy holiday season, with its inevitable increase in the rapidity of sales in

Okeh Records

The Records of Quality

and imported Odeon recordings is an opportune time for you to become acquainted with "Sterling" Service, and for "Sterling" to wish you all A Very Merry Christmas and A Happy and Prosperous New Year!

STERLING ROLL AND RECORD CO.
137 West 4th Street Cincinnati, Ohio.

Buy
Okeh
Needles
They
Keep
Record Sales
Alive!

T. M. M. BALL A BRILLIANT AFFAIR

Hotel Pennsylvania Ball Room Crowded With Dealers and Their Friends—Great Array of Noted Record Orchestras Furnished Music

The annual ball of the Talking Machine Men, Inc., of New York, at the Hotel Pennsylvania on Wednesday, November 21, was a brilliant success. Approximately 1,500 talking machine men, sales people and their guests gathered in the ball room and spent a most enjoyable evening dancing and listening to the leading record orchestras, including: All Star Trio, Ben Selvin's Orchestra, Bennie Krueger's Orchestra, Ben Bernie's Orchestra, Brooke Johns' Orchestra, Carl Fenton's Orchestra, California Ramblers, The Columbians, The Collegians, Coleman's Montmartre Orchestra, Charles Dornberger's Orchestra, Dixieland Jazz Band, Elkeles' Club Deauville Orchestra, Great White Way Orchestra, Gene Rodemich's Orchestra, Jos. C. Smith's Orchestra, Paul Whiteman's Orchestra (Himself), Paul Specht's Orchestra, Ray Miller's Orchestra, S.S. "Leviathan" Orchestra, Ted Lewis and Band, Tennessee Ten, The Virginians, Vincent Lopez and His Orchestra, Yerkes' S.S. "Flotilla" Orchestra and Zez Confrey and His Orchestra, and Jan Garber and His Orchestra.

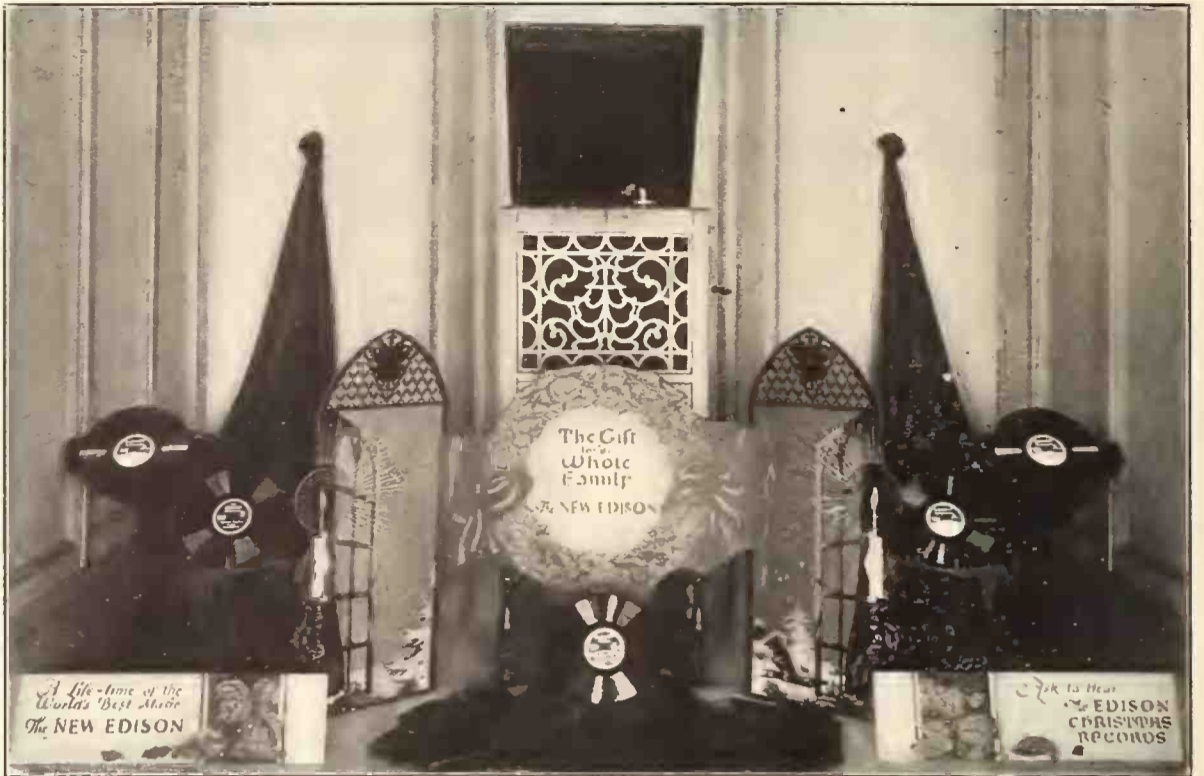
This wonderful array of artists was without question the greatest ensemble of stellar dance orchestras that ever appeared together, and they represented all of the leading record companies. The hold which these artists had upon those present was impressively indicated by the fact that many preferred listening to the music than dancing. The surprise of the evening was the appearance of Jan Garber and His Orchestra, one of the latest Victor aggregations. These artists not only played in an inimitable manner, but their acrobatics and clever stunts caught the attention of the crowd and their reception was one that will not soon be forgotten.

It really seemed as if everyone in the metropolitan talking machine business was present, besides many who are not directly connected with the trade, and if there were any who did not have a good time it was not the fault of the program or the committee in charge.

HEALTHY GOTHAM SONORA BUSINESS

The Greater City Phonograph Co., Inc., New York, Sonora distributor, has added several new accounts during the past month. Maurice Landay, president of the company, states that conditions are exceptionally good among Sonora dealers. Even those concerns which were foresighted enough to place their orders in advance have found that they are running short on various models. Shipments from the factory are being received with satisfactory promptness so the dealers will not suffer from any acute shortage during the present holiday season.

ATTRACTIVE CHRISTMAS WINDOW FOR EDISON DEALERS



Edison Dealers Are Using This Window With Profit in Attracting Attention of Holiday Buyers

"PATHE NEWS" FEATURES PRODUCTS

Live House Organ of Pathé Phonograph & Radio Corp. Draws Attention to Features of Its Phonograph and Radio Lines

The November 16 issue of the Pathé News is novel in its strong presentation, entirely in advertising form, of the many features to be found in both the talking machine and radio lines of the Pathé Phonograph & Radio Corp., of Brooklyn, N. Y. The entire front page is devoted to newspaper ads, of which it is the custom of the Pathé Co. to supply free electros to its dealers.

The new Pathé de Luxe 1924 models are shown, equipped with the Pathé voice recorder, a radical departure recently instituted by this company. In featuring the new Pathé models special attention is called to the Pathé oval horn, a feature of Pathé phonograph construction. On the record page are listed the current releases, together with a special relisting of records for the Christmas season. The Pathé Co. has built up an excellent reputation in the foreign record field, not only through the quality of recording and the personnel of its artists, but also through the exceptionally large catalog of foreign recordings which it already has and is constantly adding to. In conjunction with Pathé records is shown the Pathé skyscraper all-metal record rack which may be added to in units as space or business demands. A photograph of Les Stevens and His Orchestra features this well-known orchestra, which has become so popular with the Pathé public.

Announcement of an especially attractive glass-front display case for the Pathé rust-proof concave needle is also made.

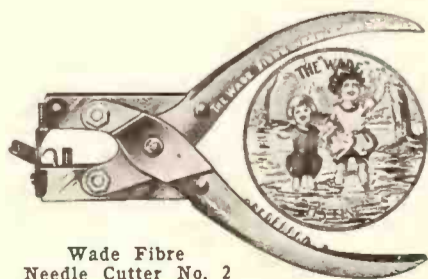
In the radio field are featured the Pathé loud speaker, Pathé molded parts and the new Pathé Curtantenna, an indoor loop which may be rolled up on the principle of a window shade.

OUTING CO.'S FACTORY RUSHED

Two Shifts and Maximum Production Necessary to Meet Demand for Outing Portables—Foreign Trade Growing Steadily

The Outing Talking Machine Co., Mount Kisco, N. Y., manufacturer of the Outing portable talking machines in two models, the Senior and Junior, is at the present time working to capacity in order to fill the demand. The Outing Junior, although it has only been on the market a short time, has met with the approval of the trade and public. "Orders are being received continuously and at the present time the demand is far beyond our greatest expectations," said A. J. Cote, president and general manager of the company. The Outing Senior still maintains its place as a sales leader. For this reason it is necessary that the factory maintain maximum production and in order to accomplish this it is working in two shifts. Mr. Cote states that there is a growing demand among the export trade for the Outing products, and that connections are constantly being established in foreign countries. At the present time orders are being received from practically every large country in the world.

"THE SUN NEVER SETS ON"
WADE FIBRE NEEDLE CUTTERS



Wade Fibre
Needle Cutter No. 2

QUALITY
MERCHANDISE

Two Sizes—No. 1 and No. 2

Leads all others with years of unequalled success to its credit.

READY FILE PRODUCTS
EXCEL

- RECORD ALBUMS
- WADE FIBRE NEEDLE CUTTERS
- NON FRICTION LUBRICANT
- ADVERTISING NOVELTIES

Manufactured by

READY FILE COMPANY
INDIANAPOLIS, INDIANA



The
**FLETCHER UNIVERSAL
 TONE ARM and REPRODUCER**

Gives Proper Playing Weights for All Records. No Adjustment Screws or Springs
 SAMPLES \$8.00 Specify 8½" or 9½" arm

FLETCHER-WICKES CO., 116-122 West Illinois Street, Chicago, Illinois

THE McLAGAN PHONOGRAPH CORPORATION, LIMITED, STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS

FLETCHER REPRODUCER

Scientifically

Constructed



Gives Perfect
 Reproduction
 of Voice
 or Instrument

Volume and
 Perfect Detail

Dealers, Send for
 Prices and Terms

Reproducer
 and Connection
 for
NEW EDISON
 Plays all Records

ACTUAL SIZE

Carried in Stock for Victor and Columbia

THE FLETCHER "STRAIGHT"

Design Patented November 29th, 1921

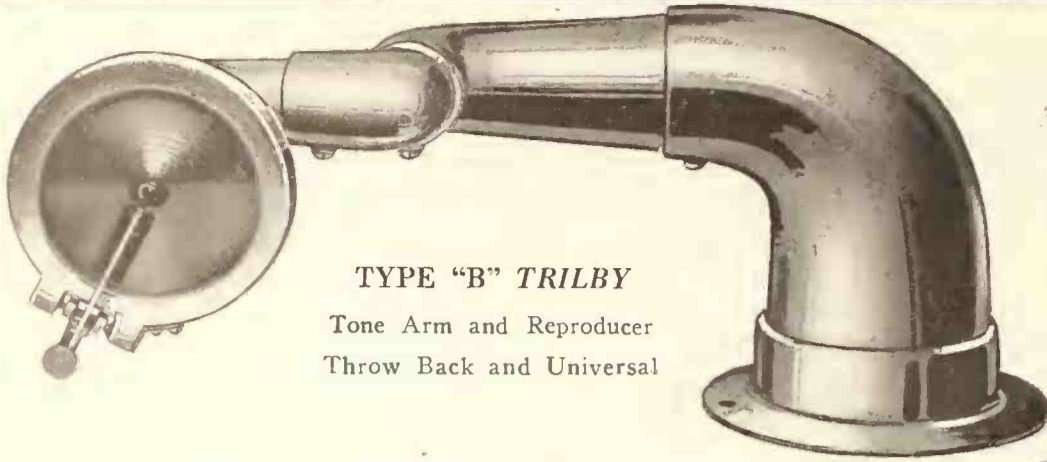


**STRAIGHT INSIDE—Taper Outside
 BALL BEARINGS THROUGHOUT
 NEW DESIGN NEW CONSTRUCTION**

It is universal and equipped with the Regular Fletcher
 Reproducer, giving the same natural tone quality as heretofore
 Made in two lengths, 8½" and 9½" SEND FOR PRICES AND TERMS

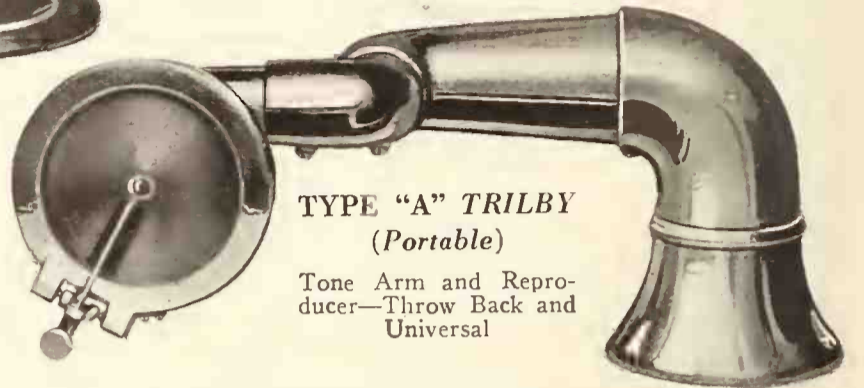
FLETCHER-WICKES COMPANY
 116-122 WEST ILLINOIS STREET CHICAGO

THE McLAGAN PHONOGRAPH CORPORATION, LIMITED, STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS



TYPE "B" TRILBY
Tone Arm and Reproducer
Throw Back and Universal

"The TRILBY"
True tone—perfect reproduction.
Plays all types of records.
Reproducer with patented slot construction.
Positive self-adjusting stylus bar suspension.
Throw-back type arm.
Air-tight construction—cannot work loose.
Light in weight but of a strong construction that insures a perfect resonant tone.
Artistic appearance.
Finished in nickel or gold.



TYPE "A" TRILBY
(Portable)
Tone Arm and Reproducer—Throw Back and Universal

Special Sample Prices

<i>Type "A"</i>	<i>Type "B"</i>
Tone Arm and Reproducer for portable phonograph.	Tone Arm and Reproducer.
7¼ inches.....\$2.25	9 inches.....\$2.75
	8½ inches..... 2.75

We manufacture and market direct to you. We are equipped to supply unlimited quantities at very attractive prices.

Write or wire for sample

J. PROSH, 206 Broadway, NEW YORK CITY

BUSY TIMES IN CANTON AND AKRON

Ohio Cities Approach Holiday Season With Stock of Fair Proportions—Smith & Mitten Take on Edison and Vocalion Lines—G. C. Wille Co. Expansion—News of the Month

CANTON and AKRON, O., December 6.—While a majority of dealers in the Canton-Akron territory the past two months have been complaining of business being off somewhat, with the near approach of the holiday season business has picked up tremendously.

It is the opinion of dealers that there will be no shortage of merchandise this Christmas. At the present display and sales floors are filled with machines with very few models missing. Warehouses are well stocked and shipments for the future, in most instances, are guaranteed.

The record business, dealers say, is holding its own, and the month of December is expected to be one of the best record-buying periods in the entire year.

M. E. Pyle, manager of the talking machine

department of the William R. Zollinger Co., which handles Victor talking machines here, announces that work of altering the talking machine department on the fourth floor of the building will be started immediately, increasing the floor space by about one-third and considerably improving service facilities.

J. H. Currie and others have purchased the Akron store of the Starr Piano Co. on South Howard street, and the name has been changed to the Superior Music Parlors. Mr. Currie, who was manager of the Starr Co.'s store, will continue in charge. Starr phonographs and Gennett records will be handled.

Earle G. Poling, head of the Earle Poling Music Co., is fostering a concert by Ignace Paderewski, famed pianist, in the City Auditorium in Canton on January 11. He has secured the co-operation of George Wille in offering the well-known artist.

The new music house of Strassner & Custer has taken on the agency in the Canton district for the Fischer talking machine. The store, located in Cleveland avenue, Southwest, is the latest entry into the retail music field here and will specialize in everything musical. A complete record department will be maintained.

Twice the present floor space for talking machine activities will be available in the new location of the George C. Wille Co., to which the concern will move about the middle of December, it was announced. Mr. Wille is spending several thousand dollars in equipping the new store.

Miss Elsie Baer, manager of the talking machine department of the M. O'Neil Co., has returned to her post after an illness of several weeks.

Downtown Akron is taking on a holiday aspect as Christmas trees, wreaths, cedar rope and other Yuletide decorations purchased by the merchants are being fastened to trolley poles and guy wires. Under the auspices of the Akron Merchants' Association, with which are affiliated the leading music merchants of the city, 300 Christmas trees, 280 wreaths, 13,000 flowers and 17,400 feet of cedar rope are being hung up in the business district. The decorations are expected to instill the holiday spirit into the community and to boost trade.

Announcement is made by the recently opened music firm of Smith & Mitten that they have been appointed representatives in Akron of the Edison and Vocalion phonographs. Record booths located in the front part of the store will be a feature of the department.

With alterations almost completed to the South Main street and South Akron stores, George S. Dales, head of George S. Dales Co.,

is preparing to start remodeling the building adjacent to the main store on South Main street, which will give the store double the present floor space. A radio department will be a feature of the remodeled store and a complete radio line will be installed.

The Alford-Fryar Co., for many years located in the Harris Arcade Building, downtown Canton, has announced that it will move soon after the first of the year to a more convenient location, providing negotiations now pending are successful.

SONORA DEALER'S ATTRACTIVE STORE

The sales department of the Sonora Phonograph Co. received recently an interesting photograph from Weeks & Dickinson, Sonora dealers at Endicott, N. Y. This enterprising retail house features the Sonora line to excel-



Weeks & Dickinson's Attractive Quarters lent advantage, and the accompanying illustration will give some idea of the attractive appearance of the firm's warerooms. Weeks & Dickinson sell hundreds of Sonoras yearly, and the splendid representation they are giving the Sonora line is reflected in the constantly increasing sales totals.

RUMFORD, INC., FIRM CHANGES HANDS

RUMFORD, ME., December 6.—Boucher Bros. have sold out their business to the Rumford Furniture Co., and the latter will remain exclusive Columbia dealer, continuing to serve the same large clientele which was built up by Boucher Bros. L. J. Jobin, manager of the Rumford Furniture Co., plans to put on outside men to sell the Columbia line, believing that this is the one real way to get a large volume of business.

Recording for the Phonograph Trade

The best equipped and efficient—low cost—laboratory in the industry.

Our success in recording for some prominent makes of records assures you a high-class product.

A visit or telephone call will give you the details.

Let us solve your technical problems.

We will be glad to send samples of late recordings.

A. J. BAUM, Manager
ADRIAN SCHUBERT, Musical Director
FRED OCHS, Recorder

INDEPENDENT RECORDING LABORATORY, Inc.

102-104 West 38th Street New York

The NEW Columbia is superior

*Hearing
is believing*

The New Columbia Reproducer is true to international pitch. This is a feature that every student of instrumental or vocal music will welcome because he can sing or play and be "in tune." Remember to sell this New Columbia feature.

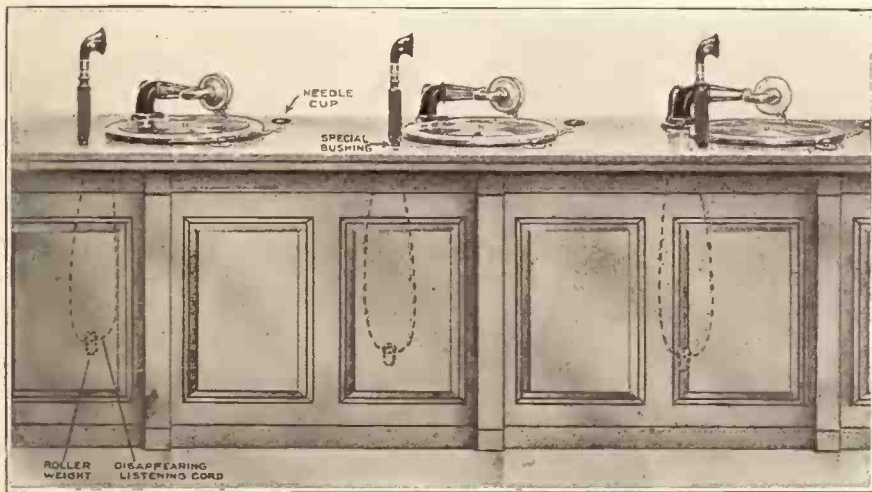
COLUMBIA PHONOGRAPH COMPANY
New York



COUNTER AUDAKS TIME SAVERS

Experience of Dealers Proves Efficiency of This Record Demonstration Device as a Time Saver During Rush Periods of the Day

The Audak, the new record demonstrating product which has been made a part of the equipment of many retail establishments throughout the country, has, to a large extent,



Counter Audaks Ready for Customers

found favor in its table unit model, according to the sales department of the Audak Co., 565 Fifth avenue, New York City. This use of the Audak on individual tables is, however, not the only available method of demonstrating records through its aid. At least two department stores in New York are using the Audak as counter equipment, which, undoubtedly, allows a further conservation of space and tends to give greater

service to several customers by a single clerk, with much saving of time and energy.

Herewith is shown a battery of three Audaks in counter use. Portable chairs are placed before the counter and considerable space is allowed between each machine so as to avoid crowding. The clerk standing behind the counter can easily serve these three shown and several more almost simultaneously. In stores where there is a large clientele at noon or other

rush-hour periods, the counter use of this product is not only the most feasible and efficient, but, undoubtedly, the most profitable.

Among the latest retailers who have added one or more Audaks to their record demonstrating equipment are the Hutchens Music House, Erie, Pa., which now has several of these products in use; P. Ackerman Co.,

Marion, O.; Dean H. Craft Co., Indianapolis, Ind.; K. Graham Co., Portsmouth, O.; R. W. Crowell, Bradford, Pa.; M. Doyle Marks, 309 East Water street, Elmira, N. Y.; The Hub, Steubenville, O.; George P. Gross, Cincinnati, O., and the Hudson Music Shop, Detroit, Mich.

The fact that Audaks fill a real need of the trade is indicated, in a measure, by the growing volume of orders for installations.

BIG EMERSON PUBLICITY DRIVE

Opening Gun of Campaign Fired in New York
—Lower Record Prices Featured

The Emerson Phonograph Co., Inc., recently inaugurated a newspaper publicity campaign in New York City, the initial announcement of which appeared in the Daily News, an illustrated publication with over 600,000 circulation. This was supplemented in later issues by smaller announcements. It is the plan of the Emerson Co. to extend the campaign to other States where Emerson dealers can reap the benefits.

One of the features of the initial Emerson announcement was the inclusion of the names and addresses of Emerson retailers in the metropolitan district. This type of publicity will appear again from time to time. The reduction in the price of this company's records was featured. A list of timely song and dance selections was included as well as mention of the foreign catalog of Emerson records.

Jack Boyle, a new tenor, has been added to the recording staff of the Emerson Co. and his first vocal number, "I Love You," from the musical show "Little Jessie James," was released this month.

KIRKMAN CLOSES BIG SALES YEAR

A considerable increase in demand is reported by the Kirkman Engineering Corp., New York City, for its automatic stops. Thos. Kirkman, president of the company, reports that the present year was a big one in sales volume and is optimistic over the outlook for 1924.

FEATURING THE MODERNOLETTE FOR THE HOLIDAYS

HAS INCREASED SALES FOR OTHER DEALERS

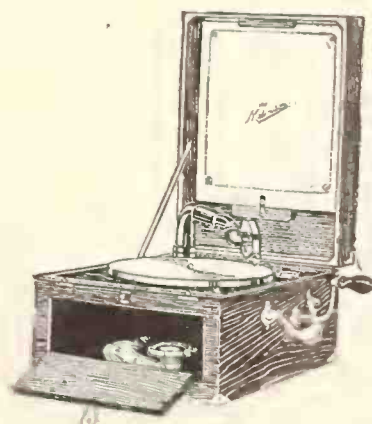
The Modernolette sold as well for the Holidays last year as in the Summer season. It makes a very desirable machine for the home. Get your order in NOW.

MANUFACTURED BY

MODERNOLA COMPANY

Factory and Office

JOHNSTOWN, PA.



ACROSS THE CONTINENT
to make Brunswick Records on the Coast because Two-Women
Orchestra are commanding national attention
A real musical event of
national importance

THE NEW HALL OF FAME
This Christmas bring the
NEW HALL OF FAME
into your home
BRUNSWICK'S CHRISTMAS SHOPPERS'
ANNUAL GUIDE

Have You Children?
\$150

All Around Entertainment

For Youth or Old Age

See Our Consoles
Superb Brunswick for Christmas

A Gift As Good
It's yours from now as well

365 Happy Days
every year
With Good Music In Your Home

Auction!

Special Christmas Advertising

Here is a reproduction of a Brunswick newspaper page placed by Brunswick in a long list of powerful metropolitan Sunday and daily newspapers. Also samples of Christmas dealer ads. There are sixteen ads in this dealer series. All equally attractive and all effective in merchandising the line of Brunswick Phonographs and Records.

Always Something New

The Sign of Musical Prestige

Brunswick
PHONOGRAPHS AND RECORDS





Here we reproduce the Brunswick double page spread in The Saturday Evening Post. "A Christmas Shoppers' Guide."

Creating Additional Business For Brunswick Dealers

All the year round is Phonograph time. But Holiday time affords the dealer his largest returns—if he takes advantage.

Brunswick Dealer Helps are helping Brunswick dealers everywhere.

On these two pages are shown a few of the sales-getters Brunswick is using to create business for dealers.

Our Christmas Shopping Guide double page spread in The Saturday Evening Post, and full pages in the great metropolitan newspapers, supplemented by strong dealer copy, creates new Christmas business for Brunswick dealers.

Brunswick believes that success is won by taking advantage of opportunities. That's why Brunswick dealers enjoy prestige and profit.

THE BRUNSWICK-BALKE-COLLENDER CO.
CHICAGO

on Brunswick Records

The Sign of Musical Prestige

Brunswick
PHONOGRAPHS AND RECORDS



PORTLAND, ORE.

Business Booming—Home Building and General Prosperity Shown by Bank Reports Basis for Optimism Regarding Future—The News

PORTLAND, ORE., December 5.—The Portland music dealers view with satisfaction the statistical reports of business for the past several months. Retailers are paying attention to the continued building of new homes, which means more opportunities for sales of talking machines and records.

Bank clearings reported by Portland clearing house banks for November showed an increase of nearly 20 per cent over clearings for the corresponding month of last year and were considered significant of Portland's development industrially, commercially and from the business standpoint.

Harry L. Nolder, secretary and treasurer of the Starr Piano Co. and manager of the Pacific division, with Los Angeles, Cal., as his headquarters, was a local visitor during the latter part of last month. Mr. Nolder made a trip of his territory, covering the Salt Lake City district, and in Boise, Idaho, he was joined by Charles Soulé, district manager of the Portland territory, and together they covered Idaho, Washington and Oregon. Mr. Nolder spent a short time at the Portland headquarters going over the Starr piano, phonograph and Gennett record business with Mr. Soulé. He reported finding things in excellent shape locally and business conditions greatly improved over last year when he covered the same ground on his annual survey. Mr. Nolder celebrated his thirtieth anniversary with the Starr Piano Co. December 1.

The "Quartet of Victor Artists," composed of Olive Kline, Elsie Baker, Lambert Murphy and Royal Dadmun, was presented at the public auditorium recently. A large and enthusiastic audience received the artists. Victor dealers "tied up" with the concert and report sales of all four artists' recordings greatly stimulated since the concert.

E. B. Hyatt, of the Hyatt Talking Machine Co., was appointed chairman of the committee to make collections from the music dealers for Portland's annual community chest drive. The quota, which was placed at \$650,000, was almost raised at the last report and the music dealers and their corps of assistants of each store did

their part nobly toward donating subscriptions. When the amount raised had reached \$560,000 Mayor Baker made further appointments for collections and J. H. Dundore, manager of Sherman, Clay & Co.; Frank M. Case, of Wiley B. Allen; G. F. Johnson, of the G. F. Johnson Piano Co.; Frank Lucas, of Seiberling-Lucas Music Co., and A. M. Eppstein, of the Schwan Piano Co. were appointed to assist Mr. Hyatt.

L. D. Heater, agent in Oregon, Washington, Idaho, Montana and British Columbia for the Strand phonograph, the Portophone and Okeh records, says business conditions have never been better except during the war period. Mr. Heater has added another salesman, Neal Brennen, in the Seattle district, and reports Okeh dealers secured during the last month as follows: Seattle Music House, Bellington Music Co., Bellington, Wash.; Ewald Piano Co., Tacoma, Wash.; Pioneer Pharmacy, Sunnyside, Wash., and the Remick Shops in both Seattle and Portland. Mr. Heater reports a big demand for the Scandinavian Okeh records in the Northwest district. He also reports the popularity of the Strand phonograph gaining rapidly throughout British Columbia and says the dealers in that district are sending in big orders for all models. Big orders for the Portophone are also being received from Japan since the earthquake. It is the desire of Mr. Heater to dispose of his present location at 357 Ankeny street to some dealer who will "carry on" the shop as a retail establishment for the Strand, Portophone and Okeh records, as he is going to find it necessary, in the near future, to move into larger wholesale quarters.

The four-story building of the Brunswick Co. at Tenth and Glisan streets was turned over to the company December 1 and remodeling has begun which will make these new Pacific Northwest wholesale headquarters for the Brunswick one of the most complete and modern music houses on the Coast. A. R. McKinley announces that the building will be ready for occupancy on or before January 1.

After a month and a half in the East in the interest of his firm, Elmer Hunt, district wholesale manager of Sherman, Clay & Co., returned

APPOINTED FEDERAL RADIO JOBBER

Musical Products Distribution Co. Will Handle Products of Federal Tel. & Tel. Co.—B. D. Colen Planning Aggressive Sales Campaign

The Musical Products Distributing Co., New York, distributor of Vocalion records and Pooley phonographs, has recently been appointed a distributor for the Federal Tel. & Tel. Co., manufacturer of radio sets and equipment. "The company feels that in carrying Federal radio products it is performing a real service to talking machine dealers," said B. D. Colen, president of the company.

"There is no question but that the phonograph dealer is the logical retailer to handle radio product, due to the ideal equipment of his establishment and extensive merchandising experience. By carrying radio products in stock not only does the dealer have an additional source of profit, but also a means of stimulating the sales of talking machines and records. We are doing all in our power to aid in solving the problems and render the talking machine dealer as complete a service as possible in connection with the sales of radio products. A corps of radio experts is maintained and is constantly at the disposal of the dealers who are not sufficiently familiar with the operating and installing of radio sets."

The company is also carrying a combination of the Pooley phonograph and Federal radio sets contained in one cabinet. The cabinet is a console model, very attractively finished in figured walnut and mahogany, with ample space provided for record albums and batteries. Amplification is furnished by means of a phonograph loud speaker unit, which is attached to the tone arm. Mr. Colen states that this combination radio and phonograph has met with widespread approval by members of the industry who have had an opportunity of seeing it and hearing it operated. The Musical Products Distributing Co. is carrying, in addition to the Federal Tel. & Tel. Co.'s three, four and six-tube sets, the Heraco loud speaker, Westinghouse batteries and other accessories.

to his headquarters early last month. While in the East Mr. Hunt visited the Victor Co.'s factory at Camden, N. J. On his return trip he called upon many jobbers and retailers along the Northern route and says their reports were all of an optimistic turn.

E. B. Hyatt, of the Hyatt Talking Machine Co., has installed three of the Audak demonstrating units in his record department. These are the first of the Audak units to be installed in any of the Portland music houses and they are meeting with great success, according to Mr. Hyatt.

All dealers in Victrolas in the Portland district have decided on a no-interest plan on all future Victrola sales. The change went into effect November 15 and will be adhered to by all dealers. With a few exceptions interest has been charged by local Victor dealers for many years, but as all stores did not follow this rule and could not be brought into line it was decided that all Victor dealers would discontinue charging interest.

Ethel Marie Brown, for several years assistant in the record department of the Bush & Lane Piano Co., has been placed in charge to fill the vacancy made by the resignation of Emma Reynolds. Miss Brown has had considerable experience in the record end of the business and her promotion is deserved.

Mildred Coleman, for several years in the record department of the Bush & Lane Piano Co., has joined the record sales department of the Meier & Frank store.

The special Victor release of the two Sherman, Clay & Co. numbers, "The West, a Nest and You," with "Sleep" on the reverse side, is proving one of the biggest sellers in Portland for months, according to all Victor retail dealers who are cashing in on a large scale in these numbers.

WITH the holiday "rush" now under way, and the steadily mounting sales of

Okeh Records

The Records of Quality

keeping us on the jump, things are humming around Ankeny Street! We still have the time, however, to extend to our many friends and the trade in general, our sincere wishes for a good old-fashioned Merry Christmas and A Happy and Prosperous New Year!

L. D. HEATER

357 Ankeny Street

Portland, Ore.



Buy
Okeh
Needles

They
Keep
Record Sales
Alive!



ORSENIKO PHONOGRAPH



Wrest Gothic

An example of a most comprehensive collection of period phonographs in the Italian, French and English schools. Copies of museum examples made in oak, walnut, English lacquer and Italian polychrome. Cabinets of the finest construction, carved and painted by hand. Tone qualities and prices that should appeal to the most discriminating buyer.

A cordial invitation extended to the trade and its representatives.

The Orsenigo Company, Inc.

Showrooms:

383 Madison Avenue, New York City, N. Y.

Factory:

Skillman Avenue and Rawson Street, Long Island City, N. Y.

PERFECTING VOX ORGANIZATION

Officials of the Corporation Entertained Dealers at Talking Machine Men's Ball

O. P. Graffen, sales manager of the Vox Corp. of America, is busy perfecting his sales organization and plans made for the coming year are well calculated to place Vox products throughout the entire country in an auspicious manner. Mr. Graffen reports that the first announcement of the Vox Corp. in this country in *The Talking Machine World* attracted great interest and as a result inquiries were received from every section of the country. The exceptional response to the initial announcement has spurred every member of the organization on to still greater efforts. The Vox Corp. of America was well represented at the annual ball of the Talking Machine Men, Inc., held at the Hotel Pennsylvania on Wednesday evening, November 21. The officials of the company present were A. Fodor, vice-president and general manager of the company; his brother, Dr. Stephen Fodor; O. P. Graffen, general sales manager, and C. C. Kleber, assistant general sales manager. Headquarters were established in a suite of rooms in the hotel, where open house was kept. The invitation was very cordial and scores of their many friends present visited the Vox headquarters, where they were royally entertained. A good time was had by all and many were the expressions of appreciation of Vox hospitality.

GELIA BROS. OPEN COLUMBIA STORE

BUFFALO, N. Y., December 8.—Gelia Bros., well-known orchestra leaders of this city, have taken over the Columbia store formerly owned by F. G. Vallone. Extensive alterations have been made and the store enlarged by the addition of four hearing rooms. A full line of the new Columbia phonographs and New Process records is now on the floor. The Gelia Bros. Orchestra furnished a splendid program on the day of the formal opening.

MORE INTEREST IN VOCAL NUMBERS

Adrian Schubert, Musical Director of the Independent Recording Laboratories, Analyzes Trend of Public Taste in Music

Adrian Schubert, the musical director for the Independent Recording Laboratories, 102 West Thirty-eighth street, New York City, recently stated that the public has shown an increased interest in vocal selections. This, he said, not only applies to popular numbers, but includes a



Adrian Schubert

healthy list of standard selections. He, too, remarked that despite the fact that vocal numbers were having a larger sale these did not, seemingly, affect the demand for instrumental selections.

Mr. Schubert, who for nearly ten years has been first 'cellist at the Metropolitan Opera House, New York, and has had long experience in recording work, is greatly interested in the musical development of the public. However, he states that the recording of popular selections require every bit as much attention as do

weightier works. Particularly is this true with present-day popular dance arrangements which require the greatest technique, thought and attention.

"SONGS OF THE PAST"

Peerless Album Co. Issues Four Special Albums Filled With Records of Old Favorites to Be Sold in Groups—Practical Sales Aid

The Peerless Album Co., New York City, manufacturer of talking machine record albums and other popular record novelties, which some time ago introduced the "group" record album, which found much favor in retail circles through its tendency to increase record sales, has again introduced a novelty of a permanent character in album form.

The new product is made in a series of four individual record albums and carries the title "Songs of the Past," which is embossed in gold on the cover. Six twelve-inch records can be placed in the record holders of each album and each of these carries illustrations of an appropriate design. The inside cover carries a frontispiece with the title "Songs of the Past" with illustrations as well as introductory comment. Although this new product was only introduced late last month it has been accepted as a permanent adjunct to the record business by a number of wholesalers as well as retailers.

Several dealers are making a feature of this new album in conjunction with Christmas gift suggestions, and at least one metropolitan dealer has found that an effective table display created many sales, in each case giving an assurance of six record purchases.

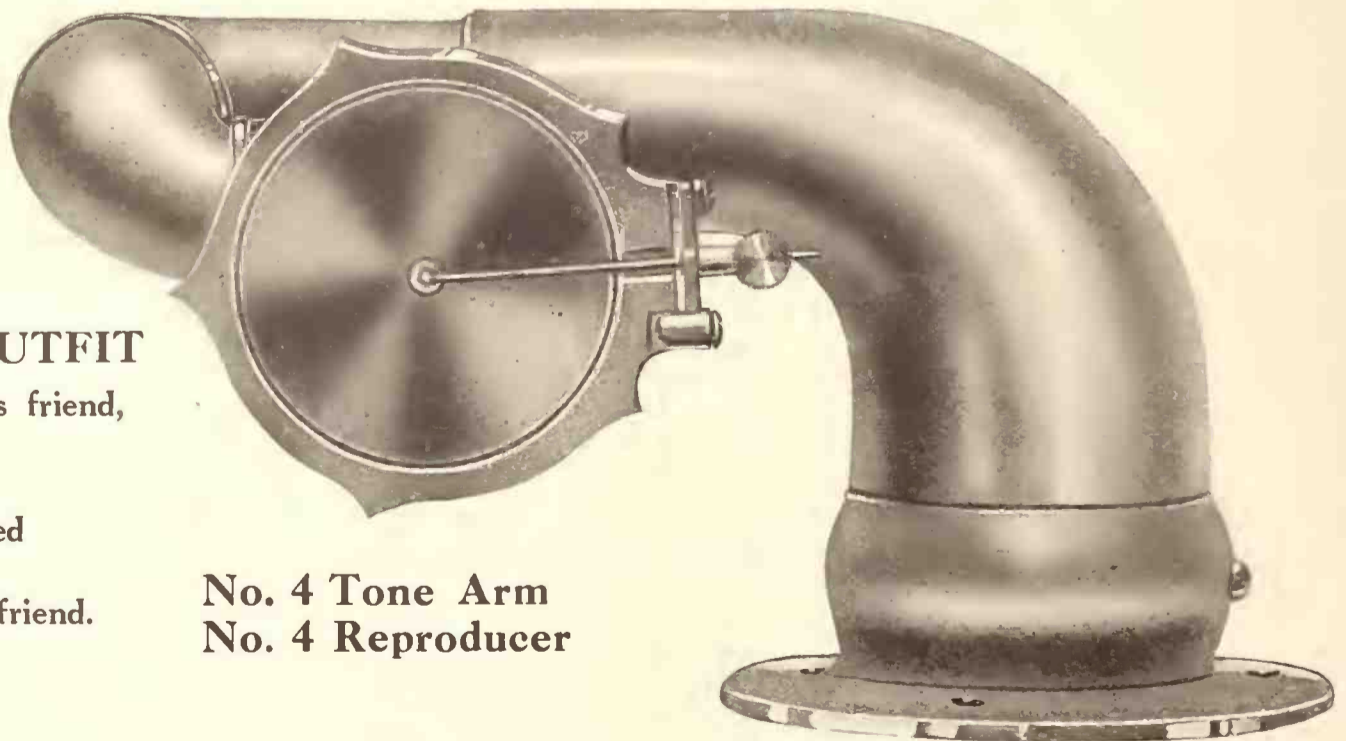
NOW OPERATES FOUR STORES

The Maseline Music Shoppe, of Rochester, N. Y., which features pianos and talking machines, has consistently followed a program of expansion during the last few years and now operates four stores in that city.

A Merry Christmas and A Happy New Year

FOLLOW THE CROWD

Equip Your Cabinets with Mutual Tone Arms and Reproducers

**OUR NEW OUTFIT**

The manufacturer's friend,
A real Godsend,
Once equipped,
And cabinet shipped
Your troubles end,
And—you make a friend.

**No. 4 Tone Arm
No. 4 Reproducer**

MUTUAL PHONO PARTS MFG. CORP.
149-151 Lafayette Street New York City

The Russell Gear & Machine Co., Ltd., 1209 King St., West, TORONTO, CAN., Exclusive Distributors for Canada and All Other British Possessions. INDUSTRIAS UNIDAS, S. A., Balderas 110, MEXICO CITY, Exclusive Distributor for Mexico.

IN THE MUSICAL MERCHANDISE FIELD

Hohner Harmonica Week in Chicago

Newspapers, Theatres, Radio and Clubs Play Leading Part in Monster Publicity Drive in the Interest of Hohner Harmonicas

CHICAGO, Ill., December 8.—Hohner Harmonica Week was celebrated here November 18. For a period of six days the harmonica occupied a leading position in the musical and publicity worlds. The campaign opened with a full-page advertisement in the magazine section of the Chicago American on November 17 and was followed by general publicity during the entire week. The campaign was handled for M. Hohner by Charles B. Hohmann, Western representative; Sidney J. Winfield, Eastern repre-



Borrah Minevitch

sentative, and Fred Sonnen, harmonica soloist. Borrah Minevitch, harmonica soloist, appeared at McVicker's Theatre during the entire week and other features of the campaign included the distribution of window hangers and instruction books among the dealers and jobber, elaborate window displays by prominent music houses, harmonica solo broadcasting from the various radio stations and daily entertainments in the public and high schools throughout the city.

On Sunday, November 18, Mr. Sonnen broadcasted from station WPAD and on Monday played before the Chicago Piano Club at his regular meeting; on Tuesday Mr. Minevitch broadcasted from station KYW, appearing on Wednesday before the Carter Harrison High School and on Thursday at the noonday luncheon of the Kiwanis Club. On Thursday Mr. Sonnen appeared at the Concert Hall of Lyon & Healy, Inc., where he was obliged to play all afternoon, and in the evening he appeared at an entertainment given by the children of the Mozart School; on Friday he again broadcasted from KYW, also giving a solo on Saturday over station WBAP. All during the week Messrs. Hohmann, Winfield and Sonnen gave talks and demonstrations on the harmonica to thousands of school children, their principals and teachers throughout the city. The campaign was a tremendous success, both from a sales and educational standpoint and the executives of M. Hohner are to be congratulated upon their aggressiveness and initiative in developing a sales and publicity plan of such value to the harmonica industry.

INSTALLS LINE OF SMALL GOODS

AKRON, O., Dec. 6.—Announcement is made by Earle Poling, of the music firm bearing his name, that a complete line of small musical instruments has been installed. This line was experimented with for some weeks.

1924 Progressive Catalog

Varied Lines of Musical Merchandise Distributed by Progressive Musical Instrument Corp. Shown in a Most Comprehensive Catalog

The Progressive Musical Instrument Corp., New York City, is now forwarding to the trade its new "Musical Merchandise 1924" catalog. Much care and attention was given to the preparation of this publication and it contains names, illustrations, prices, discounts, etc., of the many lines carried by this house.

The front cover is of heavy stock, beautifully embossed in gold on a dark background which gives blue leather effect finish. Following the opening page there appears a foreword in which several features of the catalog are outlined, including the advantage to the dealer of assimilating the descriptive material in order to have at first hand basic facts so as to convincingly present them to the customer.

A free offer of a wall display case, of sufficient size to stock and display a fair assortment of musical instruments, with a base equipped with several drawers for supplementary material and small goods, is made in one of the earlier pages of the book. This arrangement allows the dealer to open up a musical merchandise department with a small stock which can be inventoried daily. The design of this display case is a standard one, allowing additional cases to be added when increased stock is planned.

All the lines carried by the Progressive Musical Instrument Corp. are listed and often shown in illustrated form. Among these are the Holton, Deagan, Bacon band instruments, Pruefer clarinets, Bell Brand and Black Diamond strings, Hohner harmonicas, Hohner accordions, music stands, instruction books, phonograph needles, small music boxes and several musical toys.

In presenting the Bell Brand and Black Diamond strings exact reproductions of the open and closed boxes of these products in their several colors appear. Each of these items is given a full page for illustration purposes, on

To Dealers:

When considering the proposition of taking on a full line of musical instruments and accessories why not give "Strings" your earliest approval. WHY? Because of small investment—steady sales—fine profits—then get the best—



"AN ASSORTED GROSS AT LESS THAN GROSS RATE"

DISPLAY CASE

For Window and Counter

Write for Introductory Offer

STANDARD MUSICAL STRING & MFG. CORP.

104 South 4th Street Brooklyn, N. Y.

the reverse side of which the styles, size and prices are shown.

A whole section is given over to Hohner harmonicas and accordions. Fifty illustrations of different types of these harmonicas are shown, together with their descriptions and prices. Several pages of this section are devoted to Hohner accordions.

Main Rountree's Orchestra has been aiding dealers in Brooklyn, N. Y., by playing in stores.

BRUNO

THE OLDEST AND LARGEST MUSICAL MERCHANDISE HOUSE IN AMERICA

Exclusively Wholesale
ESTABLISHED 1834

C. BRUNO & SON, Inc.
351-53 FOURTH AVE. NEW YORK CITY

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 153)

BUESCHER ADDITION NEARLY READY

Finishing Touches Being Given to \$70,000 Addition to the Buescher Plant

ELKHART, IND., December 7.—Workmen are now applying the finishing touches to the \$70,000 two-story addition to the Buescher Band Instrument Co. plant, construction of which was begun in June. With its completion the plant covers an entire city block. The assembling, engraving, padding and testing departments are now moving their equipment to the second floor of the new structure. It is 145 feet by 110 feet and adds 31,000 square feet of floor space, bringing the total to 123,000 square feet.

The addition is of mill-type construction, brick and concrete with steel reinforcement. The roof is of the saw-tooth daylight type. With the added room the company plans gradually to bring its force up to 800 employes. Production in the Buescher plant is at this time about 25 per cent below demand, and the addition is expected to relieve this condition.

The growth of the plant since 1919 has been phenomenal. Its original floor space of 30,000 square feet has been increased 400 per cent. In 1920 11,000 square feet were added. Officials of the plant stated recently that, until a year and a half ago, while the saxophone demand overshadowed all other instruments, recent months have seen a phenomenal increase in the demand for all types of horns. It is expected that shortly the silver capacity will be doubled to 3,500 gallons in solution and the gold to 1,000 gallons in solution.

NEW FRED GRETSCH PRICE LIST

Robert Woodwind Instruments Featured in Illustrated Price List for Dealer's Use

The Fred Gretsch Mfg. Co., Brooklyn, N. Y., manufacturer and importer of musical merchandise, has prepared a new illustrated price list of Robert woodwind instruments. This price list will shortly be placed in the hands of the dealers and will contain space for the dealers' imprints. Business in woodwind instruments is reported exceptionally good and the demand for the Robert line has been such that instruments have been sold faster than it has been possible to get them. M. La Croix woodwind instruments are another big seller in the Gretsch line.



Gretsch American Saxophones

Gretsch - American Saxophone Service

- 1—GOOD Saxophones!
- 2—24-Hour Service on Your Orders.
- 3—Generous Margin of Profit.
- 4—Advertising Literature with Your Imprint—FREE!
- 5—Cuts, Ideas for Newspaper Ads, etc., Awaiting Your Call.

Sell More Saxophones

It's easy with Gretsch-Americans!

The splendid tone and quality of the instruments themselves—the wide margin of profit our wholesale prices permit—the prompt service we give your orders—these are all features that make it easy and pleasant to sell Gretsch-American Saxophones.

And mighty profitable too!

Ask us, on your business letter-head, for Saxophone Prices and Descriptive Catalog. For dealers only

The FRED. GRETSCH MFG. COMPANY

Musical Instrument Makers Since 1883

60 BROADWAY

BROOKLYN, N. Y.

Hohner Publicity Drive Continues

Advertising Campaign on Hohner Harmonicas, Reaching the Public Through Many Channels, to Continue Through the New Year

Hohner sales activities, which reached such large proportions during the year, are continuing strong and are expected to carry straight through 1924. One of the latest dealer aids produced by M. Hohner, New York City, manufacturer of the Hohner harmonicas and accordions, is an attractive folder featuring the "Little Lady" harmonica, with space for the dealer's imprint. Hohner harmonicas continue to be featured before the general public in every conceivable manner. Prominent movie stars, playing and recommending Hohner harmonicas, continue to be played up. Additional broadcasting stations have sent out Hohner har-

monica concerts. In the new Warner Bros. film, "Daddies," shortly to be released, the Hohner harmonica plays an attractive part, which will add considerably to the great amount of publicity which it has already received.

Borrah Minevitch, popular Hohner harmonica artist, is now traveling through the principal cities of the Middle West and it is reported that he is booked solid straight up to June, 1924. A recent full page, in color, on the back cover of the American Weekly, with its tremendous circulation, has added to the national campaign.

The Harmonica Week held in Chicago recently was a great success. William J. Haussler, general manager of M. Hohner, went to Chicago personally to aid in the program of the week. Charles B. Hohmann, Western representative, and Sidney J. Winfield, Eastern representative, were also on hand. Intensive advertising, as well as the performances of well-known artists on Hohner harmonicas, together with the combined efforts of the music dealers, put over the week in a big way with a correspondingly favorable result on harmonica sales.

Mr. Haussler reports that during the past year an exceptional number of new talking machine dealers have taken on the Hohner line and although this year was a record one in every sense of the word, it is expected that 1924 will exceed the results of the present year.

OLSEN ORCHESTRA IS ON TOUR

PORTLAND, ORE., December 6.—George Olsen and His Orchestra, one of the foremost and most popular orchestras on the Pacific Coast, are now making a five weeks' tour of the Orpheum Circuit, starting at Denver and ending in Chicago. Olsen's Orchestra is an exclusive Buescher organization, using Buescher instruments made by the Buescher Band Instrument Co., Elkhart, Ind. The sale of Buescher instruments was made by the Seiberling-Lucas Music Co., local agents for the Buescher line.

NEW BRUNO CATALOG BRINGS ORDERS

C. Bruno & Son, Inc., New York, importers and wholesalers of musical merchandise, report that the present season is the biggest in their history. The distribution of the new catalog has already resulted in the receipt of a number of large orders, and the outlook for 1924 is reported to be very promising.

GOOD PROFITS

BANJOS	V	TRUMPETS
MANDOLINS	E	TROMBONES
LUTES	G	SAXOPHONES
GUITARS	A	CLARINETS

New Catalogs—Just Out

THE VEGA COMPANY

155 Columbus Ave. Boston, Mass.

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 154)

ADDS WEYMANN BANJO TO LINE

C. H. Taylor & Co., Jobbers of Musical Merchandise in Chicago, Add Weymann Banjo to Extensive Line of Musical Merchandise

CHICAGO, ILL., December 8.—The rapid growth of C. H. Taylor & Co., 218 South Wabash ave-

nue, and the increased demand for musical merchandise, have required the addition of new lines from time to time. It has just been announced by the company that it will handle the complete line of banjos, mandolins, guitars and ukuleles manufactured by H. A. Weymann & Son, Inc., and will feature this line in this territory.

In an interview with *The World* representa-

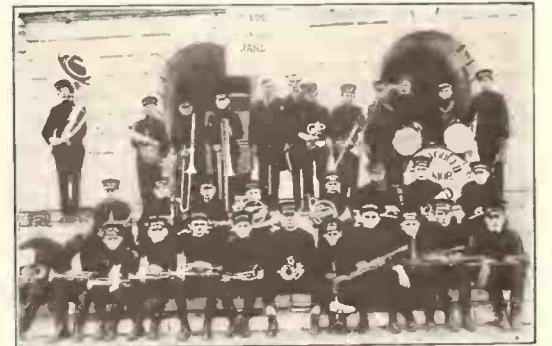
tive, C. H. Taylor, of the company, said: "We are very enthusiastic over the Weymann line because of the high-class trade to which these instruments appeal. The Weymann instruments are well known and very popular all over, but, of course, particularly in the East, where they are manufactured. However, we intend to create as big a sensation in the West as the instruments have created in the East and have already sold instruments to leading musicians here."

ORGANIZING THE LOCAL BAND

An Example of This Work Done by Beard's Temple of Music, Paragould, Ark.

PARAGOULD, ARK., December 6.—Beard's Temple of Music, advertised as "Arkansas' Premier Music House," is enjoying an excellent season in band and orchestra instruments. It has been doing considerable work lately in the development of bands and orchestras and this has resulted in increased sales of instruments.

The accompanying illustration shows the Paragould Junior Band, organized and equipped



Paragould Junior Band

by W. J. Beard, on its trip to the State Fair at Little Rock recently. The picture shows Governor McRea and Mr. Beard in the center. The boys range in age from seven to fourteen years. The band is completely equipped with Conn instruments, made by C. G. Conn, Ltd., Elkhart, Ind., for which concern Beard's has the agency.

Hohner at Advertising Show

M. Hohner Features Attractive Display of Harmonicas, Accordions and Advertising Material

Prominent among the displays of the national advertisers at the Advertising Exposition at the Seventy-first Regiment Armory, New York City, recently was the booth of M. Hohner, distributor of Hohner harmonicas and accordions, 114 East Sixteenth street, New York City. This booth is one of the most interesting at the show.

Featured in the booth is the display of the many Hohner lithographed cut-outs and display stands. There is the life-sized colored lithograph of Minevitch for display purposes, the famous Hohner Charts, the revolving stand, the collapsible display cabinet, the Jolly Pals Assortment and many others. There is an outline of the wave of harmonica publicity that has swept the newspapers of the country during the past year or more. The Little Lady Hohner harmonicas, the smallest harmonicas made, proved to be the hit of the show.

Hornbeck Opens in Riverhead

RIVERHEAD, N. Y., December 8.—A music store has just been opened by Henry S. Hornbeck in the Leavitt Building on Peconia avenue. A complete line of pianos, players and small goods will be handled by Mr. Hornbeck, who is an expert on tuning and repairs.

Ukulele Plugger is Dead

SAN GABRIEL, CAL., December 6.—William F. Sesser, for many years press agent in the United States for the late Queen Liliuokalani of Hawaii and credited with having made the ukulele popular in this country, died here last week at the age of seventy.

The Most Elaborate Musical Merchandise Catalog

Is Now Ready for You!



FREE TO ALL DEALERS EVERYWHERE IN THE WORLD

Write for your copy today!
Limited Editor.

THE manner in which the merchandise in this musical instrument catalogue has been described, we believe, is a decided step forward in catalogue construction. Wherever possible the merchandise in question has been presented in a style that will give the music dealer the basic facts, so that he in turn can convincingly present them to the customer. It is our hope and to your advantage that you constantly refer to this catalogue, especially before purchasing any musical merchandise. Progressive is always ready to assist the dealer in his merchandising problems, and will indeed consider it a pleasure to give any additional information about any musical instrument.

"Our Name Is Our SLOGAN"


Progressive
MUSICAL INSTRUMENT CORPORATION

319 Sixth Avenue - - New York

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 155)

HOHNER Harmonicas and Accordions

THE WORLD'S BEST




This year has been the biggest Hohner harmonica year in the history of the industry. Next year will be even larger. Prepare for it now.

Ask Your Jobber

M. HOHNER

114-116 East 16th Street
New York City



HOHNER PRODUCTS AWARDED FIRST PRIZE AT THE PANAMA-PACIFIC INTERNATIONAL EXPOSITION SAN FRANCISCO 1915

NEW GRETSCH DRUM CIRCULAR

Features Three New Twentieth Century Trap Drum Outfits at \$50, \$60 and \$100

The Fred Gretsch Mfg. Co., manufacturer and jobber of band and orchestra instruments and musical merchandise, 60 Broadway, Brooklyn, N. Y., has issued a four-page circular advertising three new Twentieth Century trap drum outfits, priced at \$50, \$60 and \$100, retail. The circular is liberally illustrated with cuts. The \$50 outfit is called the "Student" outfit, and is intended to meet the demands of the beginners for a practical outfit at a modest price. It includes a tango bass drum, snare drum, foot pedal, side cymbal, crash cymbal, crash cymbal holder, wood drum and holder, and snare drum stand. The "Dance" outfit, which retails for \$60, has the drums, pedal, cymbals and holders and, in addition, Chinese tom-toms. The \$100 "Theatre" outfit has all the above in best quality, and cowbells, ratchet rattle, tambourine, mackintosh drum bag and fibre drum and trap case.

EDISON CHRISTMAS PUBLICITY

The advertising department of Thomas A. Edison, Inc., has issued a very attractive Christmas folder for the use of Edison dealers in their direct-mail work and distribution of literature in the store. This folder is printed in holiday colors of green and red and features, pictorially and in text, the idea of "Christmas Time Is Music Time." It shows several models of the New Edison, with the prices thereof, and lists the Edison records which are especially appropriate to the holiday season. The folder is admirably conceived.

SONORA SALES HELPS POPULAR

New Poster and Blotter Among Latest Sales Aids—Dealer Service Work Well Received by the Trade Because of Its Value

Among the new selling helps recently introduced by the Sonora Phonograph Co. are a poster and a blotter shown herewith. The Sonora dealer service department has for a long



A Striking Sonora Poster

time past been working in close co-operation with the dealers in the preparation of sales helps that may be used to practical advantage in stimulating sales, and among the recent selling aids announced by the department are motion picture slides, distinctive stationery, a Sonora valance, window strips, posters and blotters.

The poster reproduced was designed with the

idea of emphasizing the fact that there is a demand for portables during the Christmas season. The Sonora portable has been meeting with countrywide favor, and this new poster, which is multi-colored, has a holiday appeal that is well calculated to attract the attention of gift purchasers. The new blotter is splendidly adapted for use as an enclosure in letters sent to prospects and for distribution at merchandise shows and fairs. The blotter is attractively



Convenient Dealer Help—Sonora Blotter designed, with the illustration symbolic of the Christmas Sonora advertising that is being used generally.

NEW SPECIALTY TABLE MODEL

The Specialty Phonograph & Accessories Co., New York, manufacturer of Specialty Brand phonograph products, has recently placed on the market a new table model phonograph. This machine will be merchandised under the trade name of Specialty table model No. 10. It is well made throughout with a ten-inch turn table and throwback tone arm and sound box. It is moderately priced and will appeal to many dealers.

Veteran Record Makers on New Yerkes' Dance Records

"Buescher Instruments Used" is line on every record label

Harry A. Yerkes, dean of record makers, among the first and always among the foremost recording orchestra impresarios, has just had his various orchestras released from Columbia and other recording contracts and will market his own records on a national scale under the trade name "Yerkes Dance Records." Every record will carry on its face the words "Buescher Instruments Used." For years the Yerkes Orchestras have used

ket his own records on a national scale under the trade name "Yerkes Dance Records." Every record will carry on its face the words "Buescher Instruments Used." For years the Yerkes Orchestras have used



Band Instruments and Saxophones

The record dealer who does not carry Buescher Band Instruments and Saxophones is really neglecting half his business. Almost all the popular record orchestras use Buescher instruments exclusively and the folks who buy the records are the best prospects in the

world for Buescher Band Instruments. Stock Buescher instruments and make two profits come in where you now get but one. Catalogs for your files, trade prices, and full information on Buescher dealerships and advertising material sent on request.



Yerkes' S.S. Flotilla Orchestra—Uses All Buescher Instruments—Richard Barton, Director

Buescher Band Instrument Co., G-93 Buescher Block, Elkhart, Indiana

Vincent Lopez Renews Okeh Record Contract

Well-known Orchestra Director Will Record Exclusively for Okeh Library for Period of Years—Has Attained Wide Success in Recording and in Musical and Theatrical Fields

Otto Heineman, president and founder of the General Phonograph Corp., manufacturer of Okeh and Odeon records, announced this week that Vincent Lopez, famous orchestra leader and director of the Hotel Pennsylvania Orchestra, had renewed his contract with the company for a period of years, whereby he makes records for the Okeh library exclusively. Mr. Heineman and his associates have been congratulated upon renewing this contract as Mr. Lopez is recognized to-day as one of the greatest dance orchestra directors in the country.

Thousands of Lopez enthusiasts all over the country will probably learn with interest that this talented musician had ambitions to enter the priesthood long before he embarked upon his musical career. In deference to the wishes of his father, who attained wide success as a bandmaster in Europe, Vincent Lopez went to the monastery of the Passionist Fathers at Dunkirk, N. Y., where he stayed for three years studying to be a missionary. His health broke down, however, and he returned to his father's home in Brooklyn, N. Y., with the definite idea in mind of entering the business world. He took a position as a bookkeeper and secured an opportunity to play the piano evenings for the "Singing Waiters" in a Sheepshead Bay roadhouse. His musical ambitions were inherited, as his father was a noted Spanish musician and his mother an accomplished musician and a member of the Portuguese royal family.

While playing at the roadhouse Vincent Lopez determined to head his own orchestra, so he finally gathered together a group of musicians and obtained an engagement at the Pekin Restaurant, at that time one of Broadway's gayest resorts. He played there for six years until Pat Rooney, popular vaudeville artist, invited him to go with Rooney's new act, "Rings of Smoke." With five men, known as Vincent Lopez and His Kings of Harmony, he played for two years with this production, and later for a year and a half with Pat Rooney's musical comedy, "The Love Bird."

When this second show closed Lopez and his men were engaged to play at a well-known seaside rendezvous, the Ross-Fenton Farm, Asbury Park, N. J. It was while fulfilling this engagement that E. M. Statler, famous hotel man controlling a chain of hotels in the leading cities, heard the Lopez Orchestra and engaged Mr. Lopez to play at the Hotel Pennsylvania Grill. His first orchestra at this hotel comprised eight men, since increased to twelve, and from the inception of his engagement at the Hotel Pennsylvania the rise of Vincent Lopez has been phenomenal.

In the early part of 1922 Vincent Lopez signed a contract with the General Phonograph Corp. to record exclusively for the Okeh library. His first records attained instantaneous success, and Okeh jobbers and dealers have attributed a considerable measure of the country-wide popularity of the Okeh dance library to the records made by Vincent Lopez and His Orchestra. The General Phonograph Corp. realized at the beginning the fact that Vincent Lopez was not only an ideal orchestra leader but an accomplished musician and the various arrangements that he has made of the popular hits in the Okeh library have combined originality with musical merit. The advertising campaign prepared by the General Phonograph Corp. in behalf of Vincent Lopez and His Orchestra has been national in its scope, with the idea of giving the public an adequate impression of the originality of the Vincent Lopez Okeh records. This advertising campaign has been a tremendous success, and during the coming year it will be carried out to a greater degree than ever before. Mr. Lopez takes a keen interest in every Okeh record that he makes, offering ideas and suggestions that have contributed materially to the success of

his recordings and the sale of his records.

In addition to his Hotel Pennsylvania engagement, Vincent Lopez is director of all of the orchestras playing in the Statler Hotels in St. Louis, Cleveland, Detroit and Buffalo. The orchestras in these hostelrys are under his supervision and direction, thereby giving hotel

at the Palace Theatre in New York, the greatest vaudeville house in America, establishing a record for consecutive playing at this theatre. The General Phonograph Corp. is leaving nothing undone to co-operate with Mr. Lopez and his orchestra in a way that will help the company's jobbers and dealers in stimulating sales, and the contract just signed indicates Mr. Lopez's complete satisfaction with his Okeh recordings.

Among the latest Okeh records made by Vincent Lopez and His Hotel Pennsylvania Orchestra are "Covered Wagon Days" and "Sittin' in



Vincent Lopez Signing Okeh Record Contract

Left to Right: Arthur Bergh, Vincent Lopez, W. C. Fuhri, Otto Heineman

patrons ideal dance music and adding immeasurably to Mr. Lopez's prestige. For the past two years Vincent Lopez and His Orchestra have been headliners on the Keith vaudeville circuit, although his engagement at the Hotel Pennsylvania has made a country-wide tour impracticable. For over ten weeks the act played

a Corner," which is meeting with countrywide popularity, and a twelve-inch record featuring "Bouquet of Roses" and "Excerpts From Carmen." This is the first twelve-inch record made by Vincent Lopez and is a combination of two special arrangements that he has used very successfully on the vaudeville stage.

**ZIMMERMAN · BITTER
CONSTRUCTION · COMPANY**

**May our loyal friends
who have been instrumental in the upbuilding of our business as well as those we hope to serve in the future have a Merry Christmas and a Prosperous New Year.**

J. Zimmerman A. Bitter

**ZIMMERMAN-BITTER
CONSTRUCTION COMPANY
325-27 East 94th Street, New York
Phone Lenox 2960**

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[EDITOR'S NOTE.—This is the thirty-third of a series of articles by William Braid White devoted to the various interesting opportunities which prevail in the domain of education for the retailer of talking machines. The subject is one of great interest and we commend these articles to the consideration of all who are devoting attention to the featuring and developing of the musical possibilities of the talking machine.]

NEW ERA IN RECORD DEVELOPMENT

No one who is really well acquainted with the facts will be likely to deny that the present position of the talking machine record business is in the highest degree interesting and important. The American public has, for many years, been coming around very gradually, but on the whole steadily, to see that the talking machine offers possibilities for the cultivation of music which are not surpassed by any other conceivable embodiment of musical expression. The statement may indeed appear to be platitudinous; but when we consider the facts and realize how slowly comes any general public realization of interest in matters of art, we shall see that the day is only now at hand when we can ask ourselves seriously how far the musical possibilities of the talking machine can be exploited in an artistic direction, and along new lines, during the immediate future.

There is, in short, a growing interest in, and appreciation of, good music. Not that there has not been all the exploitation that can be imagined possible of popular music in all its branches. It is rather that the better classes of music have gradually come into their own, so that the public in general feels regarding them that they really now represent what a talking machine exists to perform. The dance music, the popular songs, the comic stuff, the jazz, all have their place, but these are subject to competition in one direction and another which renders impossible any monopoly by the talking machine in respect of performing them. On the other hand, the things that the talking machine gives in the way of high-class artistic music it may be said to give, in general terms, quite uniquely and much better than they can be given through any other medium.

The Preserver of Music

The talking machine does something that no other instrument of music does, or can do. It

acts in the world of music an unique and peculiar part, for it is the preserver, the fixer, of that essentially fluid thing, musical performance. Musical performance comes, moves and is gone. The talking machine record catches and fixes it, not indirectly but directly, not in one and a limited direction, but in every direction, on all classes of music and in every conceivable kind of musical performance. It is the preserver of great musical interpretation, and each piece of its work is done forever, and done correctly, when it is done once.

The Stir in Music

Naturally then, although the work of educating the public to see this fact has been slow, its results have been sure. To-day the great masses of people, of every sort and kind, of every type and style of intelligence which make up the population of the United States, is stirred in matters musical as it has not been stirred before. The war has operated as one of the principal causes of this mental inquietude which is so healthy a symptom of the contemporary thought in all matters of culture. People are thinking to-day, as they never thought before, and are seeking in all directions for answers to important, nay, to essential questions, which once they took as answered or for granted. In religion, in politics, in social relations, thought is untrammelled to an extraordinary extent, and the same is true of the arts. In music especially, which is the one art that shows to-day true life and energy, there is a wonderful stirring. Even the excitement about those exaggerated forms of musical expression which we denominate jazz, blues and all that sort of thing indicate a healthy stirring. The people want music, lots of it, and the more they want of all sorts the more they want of the best sort. That is a fact which no talking machine man will be disposed to deny after examining the condition that exists in the record field.

On the other hand, however, there is one thing that must be said about the relation of the talking machine business and the talking machine record to the present healthy movement in music appreciation. The time is not a time for timidity. It is a time to reach out and seize the opportunity which is presenting itself, and to recognize that the old days of hesitation need no longer mean anything to us. In a word, let us now realize that it is up to us to say whether the talking machine shall or shall not take its place before the intelligence of a people each year more appreciative, as the means unsurpassed for the preservation and expression of the treasures of musical art which that dawning and growing intelligence is just now beginning to demand.

The Inexhaustible Mine

There exist splendid libraries of recorded music, but they are not generally known to the public; at least to the extent one would like to see and ought to see. There is a marvelous wealth of recorded interpretation already in existence, but there is still more an inexhaustible mine of still greater and still finer interpretation awaiting the preservative touch of the recorder. The time is a time of unexampled musical activity. The annals of musical art are filled with new and often important names. New ideas in composition and new ideas in interpretation jostle each other. Shall we let these pass and make no attempt to fix them?

Even closer at home are the great, the immortal, masterpieces of music which have been for years the standbys of orchestras and executive musicians, but which even to-day the great general public know hardly at all. Think of the extraordinary range of fine music in the most popular of all artistic forms—the opera!

Think how much the opera means to us all and what a delight all kinds of persons take in it. Then think how very little is known about the masterpieces of opera by these men and women! Take away a few works like "Faust," "Carmen," "Tannhauser" or "Samson and Delilah" and what have we left in common estimation? Yet the greatest operas are not even mentioned among these, nor the finest passages in operatic literature. Look at the magnificent "Boris Godounoff," which has crowded the opera houses of this country for every performance that has been given of it. How many know of it one single thing, save that one great artist has contributed his magnificent interpretation of a few of the principal numbers. Yet from end to end this is the most fascinating music, and the whole opera, allowing for a few judicious cuts, could be recorded and profitably sold to the people the very moment that this public was put into intelligent rapport with the facts and made to know about them.

Done and Undone

Sometimes one is led to believe that the talking machine industry does not begin to realize the inexhaustible riches which lie at its hand in the untrodden fields of musical interpretation. Vocally we have done pretty well, we are beginning to do fairly well in the orchestral line, but outside these departments we leave the field nearly untouched. Even orchestrally the trouble with us has been that we have done things scappily and have given the people tag-ends of orchestral music when we ought to have given them a carefully prepared and organized diet calculated to lead them on from the familiar to the unfamiliar until the riches of the orchestral kingdom were at the disposal of every owner of a talking machine, and by each of these wanted eagerly and discriminatingly.

Even vocally we have been unsystematic, though indeed the riches we already have are splendid. But we have been unsystematic, and it is time to begin traveling in the opposite direction. Let us begin to organize our music libraries, reducing the art of recording to a science by the adoption of a sound system of selection and choice.

To sum it all up, then, the time is here for considering that the future of the talking machine lies in developing its artistic musical possibilities to the utmost, that this can only be done by developing also to the utmost the scientific selection of artistic music, to the end that the eager but uninstructed public may be judiciously guided and led on from simple to complex, till in the fullness of time the industry shall have come into its own and be the one perfect purveyor of musical culture to the millions who now blindly are seeking it.

Nor need we in the least imagine that such a policy will be unprofitable.

PLAZA NEEDLE COUNTER DISPLAY

The Plaza Music Co., 18 West Twentieth street, New York City, recently placed before the trade a counter display stand and silent salesman for the sale of its "Magnedo" needle. This is a multi-playing needle with gold finish, compactly boxed and produced in loud, extra-loud and medium tone.

JOSEPH HECKLER PROMOTED

Joseph Heckler, formerly a member of the shipping department of the Emerson Phonograph Co., Inc., has been advanced to sales representative and will get his initial education in that department in Brooklyn territory.

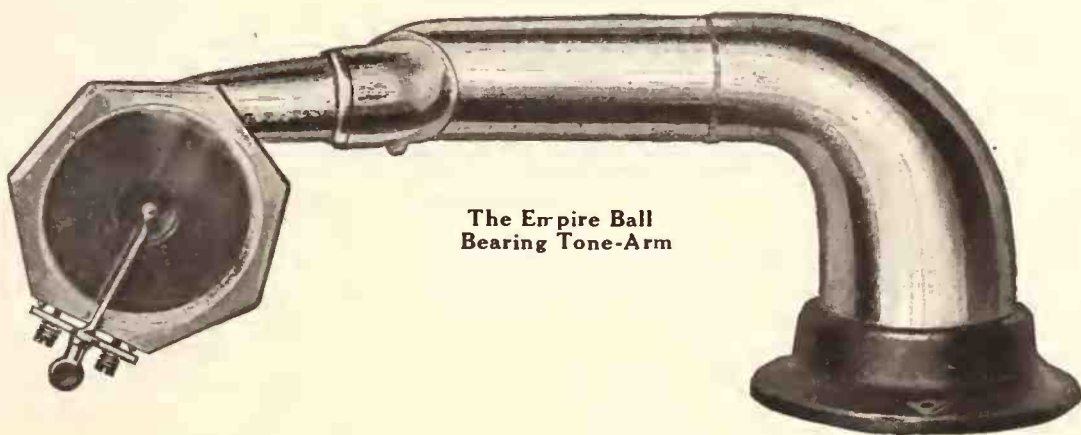
Victor Wholesalers



The House
of
Mellor
in
Pittsburgh
since
1831

An Acknowledgment:

At the close of the most successful year in our history we are glad to acknowledge with thanks the support and loyalty of "EMPIRE" patrons the past twelve months. Their patronage has enabled us to surpass sales totals of all preceding years.



The Empire Ball
Bearing Tone-Arm

For 1924

This company is planning to greatly increase its manufacturing facilities to take care of the demand for EMPIRE ball-bearing and pivot base tone-arms; the new tone-arm for portables and our popular Edison attachments. Tell us about your 1924 requirements.

THE EMPIRE PHONO PARTS CO.

ESTABLISHED 1914

1362 East Third Street

Cleveland, Ohio

W. J. McNAMARA, President and Treasurer
E. G. GUTHERY, Secretary

W. D. ANDREWS CO.

DISTRIBUTORS OF
VICTROLAS and VICTOR RECORDS

"Service That Satisfies"

SYRACUSE, N. Y.

IN SYRACUSE

Dealers Look for Record Business as Holiday Rush Gets Under Way—Advertising Boosts Sales—"Talkers" Proving Popular Gifts

SYRACUSE, N. Y., December 10.—The lethargy which had gripped the trade during part of November has entirely disappeared and this section of the State is now enjoying a busy Christmas season. This improvement followed the release by banks throughout this section of the State of huge sums of money, saved by individuals in Christmas clubs. Thousands of people, especially factory workers, depend upon this money for funds to purchase Christmas gifts and, consequently, buying was held up until the savings had been distributed. At the present rate the retail trade will more than make up the loss occasioned by the delay. Instead of spreading over a period of four or five weeks the business will be concentrated through two or three weeks at most, but the sales volume of the dealers will be as great, if not greater, than last year.

Advertising Boosts Sonora Sales

Some nice business is being done by the Sonora retailers, according to a report by the Gibson-Snow Co., Inc., distributor of the

Sonora line of phonographs in this territory. The national advertising campaign, which included some excellent and very effective copy in local mediums, has been instrumental in centering the attention of the public on the Sonora and, naturally, the retail trade is reaping the profits of this publicity. This advertising is being supplemented by special pre-Christmas publicity campaigns in the local newspapers by individual dealers, and the results are manifesting themselves in sales. Orders being received by the Gibson-Snow Co. indicate that dealers are cleaning out their stocks, and when the year ends inventories will be low.

Clark Co. Installs Audaks

The Clark Music Co., one of the live dealers in this city, has prepared to give speedy and efficient service to its large following of customers during the Christmas rush by installing a battery of Audaks, the record demonstrating device which eliminates the necessity of booths. One Audak was first thoroughly tried out and it proved so satisfactory that a series of them

was immediately installed. They are now in operation and are giving satisfactory service. These are used to supplement the booths, which because of the fact that only one customer at a time can use a booth and the floor space limits prohibit more than a few of them, often result in delays in service which have a detrimental influence on business.

Victrolas Popular as Gifts

Victor dealers in this city and environs are cashing in on the popularity of Victor talking machines and records as Christmas gifts. The W. D. Andrews Co., Victor wholesaler, with headquarters here, is rushing instruments to the dealers it serves as rapidly as possible. There is an optimistic feeling throughout the trade that the windup of the year will show up very well in comparison to similar seasons of other years, and there is general optimism on the part of both wholesalers and retailers that 1924 will be even busier and more prosperous than the present year. This optimism, however, is tempered with the knowledge that big business will be the reward of only those dealers who go out after talking machine and record sales with the determination to win.

Fairs a Fertile Field

Frank E. Bolway & Son, Inc., recently received a photograph from the Utica (N. Y.) Phonograph & Supply Co., which was taken at one of the several fairs where the members of this company exhibited the New Edison phonograph within the last two months. In the photograph the members of the firm are shown, including E. B. Kuhl, who is a very fine cornetist and who played a great deal at these exhibitions in direct unison with the cornet solos on the New Edison. The members of this company have made it a point to cover all the fairs held in the vicinity of Utica during the past two months and obtained a large number of prospects, and also reported several sales which can be directly traced to the displays made during these exhibitions.

Trade Visitors

Visitors to this section of the State recently included "Pop" Bristol, of Bristol & Barber, prominent distributors of New York City, who stopped off in Rochester. Mr. Bristol has a host of friends in this section who gave him a cordial welcome.

George Clay Cox, well-known talking machine dealer of Rochester, was a visitor to Geneva and other sections of the northwestern part of the State the past month.

On a Florida Vacation

William F. Hitchcock, of the Phonomotor Co., Rochester, accompanied by Mrs. Hitchcock, sailed recently for Florida, where they plan to spend the remainder of the year and the early part of next year.

Reduction in Capital

The Rochester Phonograph Co., of Rochester, N. Y., has reduced its capital from \$100,000 to \$20,000.



GIBSON-SNOW Co. Inc.
THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL
SYRACUSE, N.Y.

THE PERFORMANCE OF SERVICE
is the test of any organization
The Gibson-Snow Co. as distributors in New York State for the Sonora phonograph and Vocalion records, accomplishes this test of service that does help the dealer merchandise his product in an efficient manner.

We are prepared to help you. Ask us for our co-operation.
Sonora phonograph and Vocalion record distributors for New York State.

GIBSON-SNOW CO., Inc.
Syracuse, N. Y.

A. FODOR OPTIMISTIC OVER OUTLOOK

Vice-president and General Manager of Vox Corp. of America Tells of His Plans and Expectations as Far as Company Is Concerned

A. Fodor, vice-president and general manager of the Vox Corp. of America, who has for the past five years been acting as a technical adviser in the talking machine trade in this country, is also intimately familiar through his association with the European Vox Co. with talking machine conditions abroad. Therefore, although only newly engaged in the talking machine business in this country, Mr. Fodor is quite familiar with conditions and has made a thorough analysis of the field.

In speaking with a representative of The World Mr. Fodor made mention of his future plans for the Vox Corp., which, by the way, are most extensive. He said, in part:

"Although for the past five years I have been working in the talking machine trade mainly as a technical adviser, I still consider myself a newcomer, because as director-general of the Vox Corp. of America I am, for the first time,



A. Fodor

engaging in the manufacture and marketing of a line of phonographs and kindred products. Needless to say, my extensive study of the field before launching the Vox Corp. here has given me a most optimistic outlook for the approaching year and those to come.

"I intend to profit by the splendid example set by great figures who have made the talking machine industry. These men have developed the field from its crude beginning to the magnificent and important industry of to-day. In the same manner that other great organizations have reached renown in their respective field, I intend to guide the Vox Corp. to its particular place in the sun. I am confident that we will make our slogan, 'The Voice of the World,' and our trade-mark of the cubist singing head just as popular here as it has become throughout the rest of the world."

The NEW EDISON Phonograph

Our Proposition to Efficient Merchants—

We desire representation at certain points in New York State. With this in mind we will bring to your town an Edison Instrument so you can hear for yourself how well Mr. Thomas A. Edison has succeeded in actually Re-Creating the voices of famous artists. It will cost you nothing and will be a pleasure to us. If interested drop us a card.

Frank E. **BOLWAY** & Son Inc.
SYRACUSE
Jobbers

COLUMBIA PLAN NOW OPERATIVE

Readjustment Committee Making Rapid Progress—Plan of Operation Has Been Fully Approved by the Creditors and Note Holders

The plan and agreement of reorganization of Columbia Graphophone Mfg. Co., promulgated by the readjustment committee, of which Mortimer N. Buckner is chairman, has been declared operative. The plan has the approval of 100 per cent of the bank creditors, 100 per cent of the merchandise and supply creditors (as of April 6, 1922, as new obligations have been settled in cash), 89 per cent of the five-year notes and 93 per cent of the preferred stock of the Factories Corp. Additional holders of notes and preferred stock have indicated their early approval.

The committee is confident that, with the various readjustments which the plan contemplates, and under the present efficient management, there will be a larger place for Columbia activities and operations in the phonograph industry.

The company has a physical plant and equipment in excess of its needs and the plan gives full power to the reorganization to determine how much of plant and equipment are to be retained. The committee is satisfied that no reorganization can be successfully carried through without relief from the burdens of excess plant and equipment.

The plan provides for a new company to be known as the operating company, which is to acquire sufficient facilities for conservatively estimated sales requirements. Ample working capital is to be furnished the operating company. The plan further provides that remaining assets are to be acquired by a second company to be known as the liquidating company, which in due course is expected to dispose of these assets to best possible advantage.

TAKES OVER BANKRUPT DISTRIBUTOR

The offer of \$6,700 made by Robert Goodman to the creditors of the Cabinet & Accessories Co., Inc., New York, for the purchase of this distributing business, was accepted at a meeting held on Tuesday, December 4. After the referee has deducted the administration expenses the creditors will receive their proportionate amounts which, it is expected, will net about 12 or 13 per cent. It is also expected that the purchaser will continue the business.

CLOSES SUCCESSFUL BUSINESS TRIP

Louis J. Unger, of Reflexo Products, Inc., New York City, recently completed a trade tour in the interest of Gilt Edge and Reflexo blue steel needles which was successful in every respect. Orders for immediate delivery continue strong, while the outlook for 1924 is reported as very promising indeed.

Special Notice

WE HAVE OVER ONE MILLION FOREIGN COLUMBIA RECORDS

All catalogue numbers, consisting of Columbia 1923 catalogue. These records are all first class stock

Packed 400 to a case, 25 of a number, a large assortment of each of the following languages:

- | | | | |
|----------|---------------|------------|--------------|
| Arabic | German | Lithuanian | Scandinavian |
| Armenian | Greek | Mexican | Serbian |
| Bohemian | Hebrew | Norwegian | Slavish |
| Chinese | Hollandish | Novelty | Slovenian |
| Croatian | Hungarian | Polish | Spanish |
| Danish | International | Portuguese | Swiss |
| Finnish | Italian | Roumanian | Turkish |
| French | Jewish | Russian | Ukrainian |
| | | | Welsh |

Special:

We carry a large selection of German Christmas numbers in stock.

We also have 12-inch Columbia records in all languages made. Write for prices.

Prices on 10 inch records:

- 1 case lot 19c each
- 2 case lot 18c each
- 3 case lot 17c each
- 4 case lot 16c each
- 5 case lot 15c each

We give a very good assortment of numbers. Get our special prices on larger quantities.

ALWEIS & LOVEY

402 WEST 40th STREET

TEL. 7855 CHICKERING

NEW YORK

Widdicomb

PHONOGRAPH
The Aristocrat of Phonographs

How you can attract the better class of trade

IT is an unquestioned fact that Widdicomb Phonographs in period style possess an unusual attraction for the discriminating buyer because of their two fold appeal—rare tonal quality and exquisite cabinet work.

These two prerequisites for worth-while sales have always been unmistakably evident in all Widdicomb models—which accounts perhaps for the Widdicomb's large following among stores catering more especially to people of culture, refinement and social position.

If you are interested in increasing your patronage among this class of trade, we shall be glad to present the facts showing how the Widdicomb franchise can become a distinct asset to you. Write for catalog and full particulars.



Sheraton Model 5—finished in Red or Antique Mahogany and Oak. Equipped with automatic stop and patented tone control.



Queen Anne Model 21—finished in Red or Antique Mahogany and Walnut. Equipped with albums for records, automatic stop and patented tone control.

THE WIDDICOMB FURNITURE COMPANY, GRAND RAPIDS, MICH.

Fine Furniture Designers Since 1865

The NEW Columbia is superior

*Hearing
is believing*

It has a two-fold beauty. To see the New Columbia is to see a beautiful piece of furniture. To hear the New Columbia is to experience a matchless beauty of tone reproduction.

COLUMBIA PHONOGRAPH COMPANY
New York



DAVIN CELEBRATES TENTH "BIRTHDAY"

Popular Victor Man Entered Industry Ten Years Ago—Has Won Friendship of Dealers and Jobbers Throughout the Trade

The many friends in the trade of J. J. Davin, of the Musical Instrument Sales Co., New York, Victor wholesaler, will undoubtedly be interested to learn that on next Tuesday (Decem-



J. J. Davin

ber 18) this popular Victor man will celebrate his tenth "birthday." The word birthday is used figuratively, however, and not literally, for on December 18, 1913, "Jimmie," as he is known to all of his friends, embarked upon his career in the Victor industry. During the past ten years he has won the esteem and respect of Victor dealers and jobbers from coast to coast and has acquired an intimate knowledge of every detail of the Victor industry.

Mr. Davin's first connection with the Victor trade was in the capacity of a member of the sales staff of the New York Talking Machine Co., which at that time was located at 81 Chambers street. After spending about seven years with this company and working in close co-operation with the dealers in metropolitan territory he joined the forces of the Reincke-Ellis Co., Chicago, being appointed manager of the New York branch of this organization, later going to Chicago as secretary of the company. He remained with Reincke-Ellis for two years, visiting Victor jobbers and dealers throughout the country in the interest of the Victor sales and publicity helps prepared by this company.

About a year ago "Jim" again heard the call of the jobbing industry and joined the organization of Ormes, Inc., Victor wholesaler, which several months ago was consolidated with the Musical Instrument Sales Co., New York. He

is now devoting all of his time to the development of Victor business for the dealers in metropolitan territory and his thorough knowledge of Victor merchandising has enabled him to offer the dealers practical and profitable suggestions. It is generally recognized that Mr. Davin is one of the best posted Victor record men in the field and the various ideas that he has introduced for the stimulation of record sales have proved invaluable to the dealers using them. His decade of activities in the Victor industry has imbued him with an unflinching optimism that is one of his many outstanding qualities.

BAGSHAW SUFFERS FIRE LOSS

Warehouse of Prominent Needle Manufacturer Damaged—Production Not Affected

LOWELL, MASS., December 8.—The large storage warehouse of the W. H. Bagshaw Co., talking machine needle manufacturer of this city, which is popularly known as the Warren street warehouse, was badly damaged by a fire of unknown origin which occurred on Friday evening. This warehouse adjoins the large factory buildings of the Bagshaw Co. and for a while these buildings were seriously threatened. By prompt work of the fire department, however, the damaged area was limited to the warehouse.

Although all packing material was destroyed, production was not affected in the least and is keeping up at full speed to take care of the

tremendous orders. It is stated, however, that there is liable to be a temporary delay on shipments due to the packing material being destroyed. New material has already been ordered and every effort will be expended to catch up with lost time.

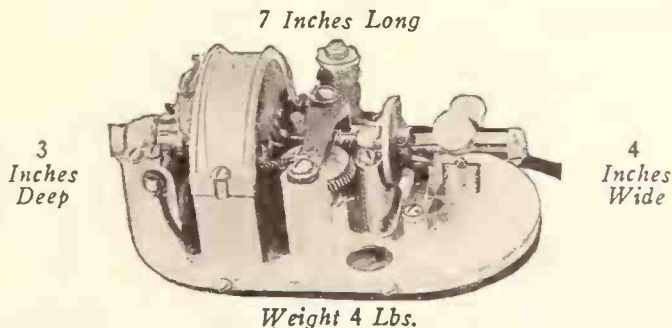
VICTOR RETAIL DEALER HELPS

Effective Advertising Matter for Use of Victor Dealers Bearing on the Weekly Releases

Since the latter part of September, that is to say, since the adoption by the Victor Co. of the weekly plan of releasing records, the advertising department of the Victor Co. has been preparing very effective advertising matter for the use of Victor retailers. Each and every week a set of advertisements is mailed to each Victor dealer. These mailings include proofs of completely set up advertisements. The illustrations shown are available in electrotype or mat form to Victor dealers without charge and the copy which appears in these advertisements has been prepared by experts in the advertising field. The advertisements cover a variety of sizes of space and types of copy appeal and relate to both the record and machine ends of the Victor business. Incidentally, the statement is made on good authority that the electrotype orders filled by the Victor Co. in behalf of the Victor dealers run into a volume which exceeds the electrotype orders of any company, not only in this field, but in any other field.

KENDRICK & DAVIS Electric Drive for Phonographs

Price but little higher than standard spring motor



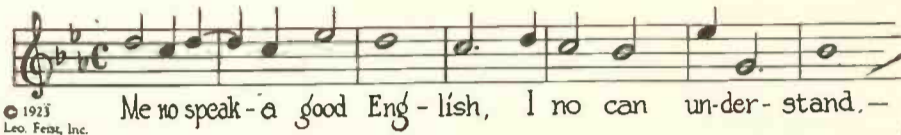
Universal Motor—Direct Drive—
25 to 60 Cycles
Allows for Voltage Variation
One-piece Tool Steel Shaft
Phosphor Bronze Bearings, Self-oiling

Formica and Brass Gears
Friction Idler—Prevents Stripping Gear
Automatic Stop—Combining Starting Switch and Lock
Manufacturers Guarantee for One Year

Sales Agent
H. A. ROBBINS 142 Berkeley St., Boston, Mass.

Me No Speaká Good English

Comedy Song with Laughs galore



"You can't go wrong
with any FEIST song"

INDIANAPOLIS

*Holiday Season Closing One of the Best Years in the Trade—
Careful Merchandising Pays—New Stores and Other Activities*

INDIANAPOLIS, IND., December 7.—This month will bring to a close one of the most prosperous years enjoyed by the talking machine dealers in the Indianapolis and Indiana territory in a long time. Sales have been good all year. Starting with January collections have been generally good, and, considering the large number of machines sold on the deferred-payment plan, this is an item of no small importance. Dealers have been discriminating in the class of trade to which credit is extended and deferred-payment contracts offered, and this has resulted in this condition of good collections and has accordingly reduced the relative number of repossessions. Just what the new year will bring is more or less a matter of speculation. E. G. Hereth, of the Baldwin Piano Co. of Indiana, points out that many people are going from one store to another looking at instruments, but undecided as to the machine they prefer.

Edison will round out a very prosperous year in Indiana, according to F. G. Pullen, of the Phonograph Co. of Indiana. A large number of new dealer accounts have been opened during the year, particularly during the past six

months. Practically all of these new dealers have been successful in making a good volume of sales and this, added to the activities of those who have handled Edison goods in the past, gives the Edison a sales effort which is bound to do business. One of the latest additions to the Edison organization is the new Meskill Music Co. store at Muncie, Ind., which, with the Meskill store in Indianapolis, will be operated by W. G. Meskill, formerly with the Phonograph Corp. A. J. Huber will be manager of the Muncie store. The Meskill store in Indianapolis has been doing a very good business and the new Muncie store is making a good start in a good field.

Victor products have been good sellers during the year, and have done correspondingly well during November and thus far this month. The Victor department of the L. S. Ayres department store had a very good month in records, according to R. R. Follis. Ira Williams, manager of the Victor department of the Pettis Dry Goods Co., reports good sales of both machines and records. Both of these stores will more than exceed their figures for 1922 sales. The Taylor Carpet Co. has been fea-

turing Victor products in special advertising with very good results. This store handles Victor goods exclusively and features a sealed record service which carries a strong appeal to record buyers. W. A. Armstrong, merchandising manager in charge of the Victor department of this store, cites instances of large orders of records being shipped to American missionaries in China and Japan, solely on the strength of the appeal which the sealed envelope, assuring the purchaser of an unused record, carries. The Fuller-Ryde Music Co. did a good business during the month, but a hesitancy on the part of prospects is noticed by Joel B. Ryde, of this house. Albert Graham, manager of the Indianapolis Talking Machine Co., reports a good demand for Victor machines and a very good volume of record sales.

I. Seidel, proprietor of the Lyric Theatre Music Shop, Columbia dealer, is opening a new store in Irvington, a suburb of Indianapolis. Modern fixtures and hearing rooms are being installed and it is expected that this store will enjoy an unusual business right from the start, due to Mr. Seidel's connection with the music trade in Indianapolis.

Miss Helen Barnes, a representative of the Columbia Phonograph Co., Chicago branch, was a recent visitor here, helping local Columbia dealers with their problems.

F. X. Donovan, manager of the talking machine department of the Pearson Piano Co., says that while he has noticed a slight falling off in the demand for machines, record sales have been unusually good. There seems to be an increasing demand for Cheney machines, Mr. Donovan says, and the ratio of Cheneys to machines of other makes sold is increasing in favor of the former. The fiftieth anniversary sale of the Pearson store closed on Saturday, December 1. The campaign was a tremendous success, largely the result of intensive efforts.

Retail sales of the Sonora machine have been very good at Charles Mayer & Co., Banner Furniture Co. and Widener stores, and all of these houses are looking forward to a good holiday business. The medium and higher priced console models are the most popular in this territory. The Widener store has also done the usual Victor and Columbia business and by featuring the special Columbia demonstration record in window displays has sold a large quantity of this number.

Brunswick dealers report a good amount of sales with splendid prospects for a large holiday business. Both the Baldwin Piano Co. and the Brunswick Shop have been featuring Brunswick machines and records in special holiday advertising, and the Brunswick Shop has used some successful tie-ups in recent advertising with local appearances of orchestras which Brunswick records.

H. J. Wilcks, of the Columbia Phonograph Co., recently made a trip to Dayton, Hamilton, Cincinnati and Indianapolis. He reports unusual activity among southern Ohio dealers on the new Columbia models which were recently announced.

*It is a mark of **DISTINCTION**
to sell the
New Edison*

You render your community a real service by making available to them the New Edison Phonograph and the splendid Edison Disc Records. We serve territory located in Indiana, Illinois and Kentucky—and are prepared to establish Edison representation in certain towns in those states. Our proposition will be mailed to you on request—without obligation to yourself. A post-card from you will do the trick.

Phonograph Corporation of Indiana

325 North Delaware Street

Indianapolis, Indiana

RUDOLF POLK NEW REGAL ARTIST

American Violinist, Famous Here and Abroad, to Record Exclusively for the Regal Record Co.—Extensive Campaign Planned

Rudolf Polk, an American violinist, will record for the Regal Record Co., Inc., exclusively, according to the latest announcement from the executive offices of that company.

Mr Polk was born in New York City and



Rudolf Polk

carried his art to Europe, reversing the usual process.

Mr. Polk, who is a pupil of Henri Marteau, had, in spite of his youth, achieved remarkable artistic successes here before going abroad, where he has now won for himself a high place during the past year. His impeccable technique and scholarly interpretations, coupled with an ingratiating personalty which counts so strongly on the concert stage, have won the

approval of the leading critics in several continental countries, where he has been hailed as "the biggest hit among the American artists" and as "undoubtedly the most promising of all the foreign artists." His concert at Carnegie Hall on November 11 was a decided success.

The Regal Record Co. will shortly inaugurate a campaign featuring the works of this newest addition to its staff of recording artists.

ELABORATE 1924 EDISON CATALOG

New Record Catalog Contains Complete Classification of Records, Lists Artists and Contains Illustrations of Machine Models

The 1924 catalog of Thomas A. Edison, Inc., entitled "Edison Records," recently made its debut. This catalog is a considerably more elaborate affair than that for the previous year. It contains over 500 pages and presents all of the Edison records in a completely classified manner. Records are classified by artists, by type of music, alphabetically, foreign, etc. The introductory pages are similar to those in the catalog for the previous year and feature the re-creation of music as developed by Thomas A. Edison. The catalog also gives a list of the Edison artists and a list of the different models of the New Edison with the prices thereof.

ADD-A-TONE PRESIDENT VISITS WEST

Herman Segal, president of the Unique Reproduction Co., Inc., New York, manufacturer of the Add-A-Tone amplifier, recently returned from a trip to Chicago and mid-Western territory. "New distributors were appointed to handle the growing demand in the Middle West and a general survey of the needs of the trade was made," said Mr. Segal upon his return. Conditions seem healthy among both the jobbers and dealers and substantial orders have been received from the trade throughout the West.

STRAND MODEL ACCOMMODATES RADIO

Manufacturers Phono. Co. Introduces Model in Which Standard Radio Sets May Be Installed—Trade Keenly Interested in Innovation

Geo. W. Lyle, president of the Manufacturers Phonograph Co., New York, manufacturer of the Strand phonograph, announced this week that his company had made arrangements to place on the market a Strand console model designed to accommodate standard radio receiving sets. This instrument comprises a regular Strand model on one side while on the other side there is an instrument board which will accommodate many of the standard radio sets now on the market. A unique feature of this instrument is a loud speaker connection that does not require removal of the sound box.

Mr. Lyle states that Strand jobbers and dealers who have been advised regarding this radio model are keenly enthusiastic regarding its sales possibilities, for it can be merchandised complete with a radio set, or can be sold as a talking machine with the idea of installing the radio set at some future date. Mr. Lyle spent the greater part of the past year visiting the trade throughout the country and the introduction of the new Strand radio model was made in recognition of the suggestions offered by his jobbers and dealers. It is the belief of the Strand selling organization that there will be an active demand during 1924 for a console model that will accommodate standard radio receiving sets and the new instrument meets all requirements in this respect. Deliveries of the new model are being made during the current month and plans are being made for an active sale of this instrument during 1924.

E. C. Malarkey, who operates a chain of music stores in Pennsylvania, has moved his Shamokin store into new quarters in the Zuern Building, 510 North Shamokin street, following extensive alterations. The Victor line of machines and records is handled.

Model G

Interior, Models D, G, H and I

Model I

Attractive Consoles in Combination American Walnut and Brown Mahogany—Top 35x22 in. Height 34½ inches.

Model H

Model D

LET US FURNISH YOUR HOLIDAY REQUIREMENTS

Write Today for Cuts and Prices

THE H. LAUTER COMPANY

West Washington and Harding Streets

INDIANAPOLIS, INDIANA

The CHENEY

THE MASTER PHONOGRAPH

The most perfect music-reproducing instrument

The Abbotsford—Style 117. A Queen Anne period design in Biltmore Mahogany. Gold plated metal parts. Six record albums. \$300



Early English Model—Style 120. American Walnut stained to an English finish. Exposed metal parts plated in Roman gold. Six record albums. \$250



The Westminster—Style 31. An early English period model. Finished in the popular two-tone oak effect. Nickel plated metal parts. Plays all records. \$150



The Oxford—Style 41. English period design. Dark Oak with Walnut applique. Gold plated metal parts. Eight record albums. \$200



Georgian Period Model—Style 5. Biltmore Mahogany or Newby Walnut. Metal parts gold plated. Eight deluxe albums. Plays all records. \$235



The Salisbury—Style 118. After the work of Sheraton and Shearer. In Mahogany and Walnut. Exposed metal parts gold plated. Albums \$200



These prices apply east of the Rockies only

The Greatest Fall Business in our History!

Extraordinary Value of Cheney Line Brings Deluge of Holiday Orders

Dealers are saying: "It's the greatest phonograph line that we can handle." They are backing their statements with orders. Never before has The Cheney been in such widespread demand. Dealers everywhere tell us they find a growing appreciation of The Cheney in the public mind—a conviction that The Cheney is genuinely superior.

From the dealer's standpoint, he finds the line admirably suited to his needs. Note particularly the models illustrated. Cheney console models reflect unmatched

elegancy in design and workmanship—yet they retail as low as \$165. Similarly, Cheney upright models take their place in the home with dignity and elegant simplicity—and such models retail as low as \$100.

Above all, every Cheney model is a *real* Cheney with the tone quality, which only the Cheney acoustic system can develop. Such distinctive superiority makes The Cheney easy to sell. It is unquestionably "the most perfect music-reproducing instrument."

To insure complete stocks for holiday trade it is essential that dealers place their orders at once

THE CHENEY TALKING MACHINE COMPANY · CHICAGO

DISTRIBUTORS

CHENEY PHONOGRAPH SALES CO.
1965 E. 66th St., Cleveland, Ohio
Ohio, W. Va., Western Pa.

CHENEY SALES CORPORATION
376 Boylston St., Boston
New England

RIDDLE PHONOGRAPH CO.
1205 Elm St., Dallas, Tex.
Texas, Southern Okla.

MUNSON-RAYNER CORP., 643 S. Olive St., Los Angeles

CHENEY SALES CORPORATION
1107 Broadway, New York City
Greater New York, Western Conn., New Jersey

CHENEY SALES COMPANY
Brandeis Bldg., Omaha
Iowa, Nebr., Colo., Wyo.

ROLYAT DISTRIBUTING CO.
Provo, Utah
Utah, Southern Idaho

MUNSON-RAYNER CORP., 86 Third St., San Francisco, Calif.
California, Western Nev., Ariz.

CHENEY SALES CORPORATION
Jefferson Bldg., 1015 Chestnut St., Philadelphia
Eastern Pa., Del., Md., Washington, D. C.

EDW. G. HOCH & CO.
27-29 Fourth St., N., Minneapolis
Minn., N. D., S. D., Northern Wis., Mont.

CHENEY PHONOGRAPH CO.
212 Selling Bldg., Portland
Washington and Oregon

All territory not listed above is handled direct by The Cheney Talking Machine Company, Chicago

GLEANINGS *from the* WORLD *of* MUSIC

To Introduce New Copyright Bill in Congress

Bill Prepared by Register of Copyright, if Passed, Will Permit the United States to Enter the International Copyright Union, Giving American Composers Reciprocal Rights

Below is given the proposed draft of a bill to amend the Copyright Law in order to permit the United States to enter the International Copyright Union. This bill has been prepared by the Register of Copyright and will be introduced at an early date in the session of Congress which has just opened.

The passing of this proposed measure will grant reciprocal rights to foreign authors necessary for American composers and publishers to take advantage of the new Canadian Copyright Act.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That the President of the United States be, and he is hereby, authorized to effect and proclaim the adhesion of the United States to the convention creating an international union for the protection of literary and artistic works, known also as the International Copyright Union, signed at Berne, Switzerland, September 9, 1886, and revised at Berlin, Germany, November 13, 1908, and to the "Additional protocol" to the said convention executed at Berne, Switzerland, March 20, 1914.

SEC. 2. That it is hereby declared that the United States desires to be placed in the first class of the countries which are members of the International Copyright Union, as provided in article 23 of the said convention of 1908.

SEC. 3. That the rights and remedies granted by the Act entitled "An Act to amend and consolidate the Acts respecting copyright," approved March 4, 1909, and the Acts amendatory thereof shall be, and are hereby, extended to the authors of works of architecture, and choreographic works and pantomimes, as class (n) and class (o), respectively, in the list of classes of copyright works in section 5 of the said Act; but the copyright of a work of architecture shall cover only its artistic character and design

and shall not extend to processes or methods of construction nor shall it prevent the making or publishing of photographs, paintings or other illustrations thereof, and the proprietor of the copyright shall not be entitled to obtain an injunction restraining the construction of an infringing building, or an order for its demolition.

SEC. 4. That on and after the date of the President's proclamation, as provided in section 1 of this Act, foreign authors not domiciled in the United States who are citizens or subjects of any country (other than the United States) which is a member of the International Copyright Union, or authors whose works are first published in and enjoy copyright protection in any country which is a member of the said Union, shall have within the United States the same rights and remedies in regard to their works which citizens of the United States possess under the copyright laws of the United States, and for the period of copyright prescribed by said laws, including any term of copyright renewal. *Provided, however,* That no right or remedy given pursuant to this Act shall prejudice lawful acts done or rights in copies lawfully made or the continuance of enterprises lawfully undertaken within the United States prior to the date of said proclamation.

SEC. 5. That in the case of works by such authors first produced or published after the date of the said proclamation the copyright protection in the United States shall begin upon such date of first production or publication; and in the case of all of their works, not previously copyrighted in the United States, in which copyright is subsisting in any country of the Copyright Union at the date of said proclamation, the copyright protection in the United States shall begin upon such date; but the duration and termination of the copyright protection in the United States for all works shall be governed by the provisions of sections 23 and 24 of the said Copyright Act of 1909: *Provided, however,* that the duration of copyright in the United States shall not in the case of any foreign work extend beyond the date at which such work has fallen into the public domain in the country of origin.

SEC. 6. That the enjoyment and the exercise by such foreign authors not domiciled in the United States of the rights and remedies accorded by the copyright laws of the United States and the provisions of this Act shall not be subject to the performance of any formalities in order to secure copyright, and such foreign authors shall not be required to comply with the provisions of the copyright laws of the United States as to publication with notice of copyright, deposit of copies, registration of copyright, or manufacture within the limits of the United States.

SEC. 7. That the provisions of section 31 of the said Act of 1909 shall apply to any work by a foreign author only when two copies of such work shall have been deposited after publication and manufacture as required by the said Act of 1909, under an assignment of the United States copyright recorded in the Copyright Office.

SEC. 8. That the Supreme Court of the United States shall prescribe such additional or modified rules and regulations as may be necessary for practice and procedure in any action, suit, or proceeding instituted for infringement of copyright under the provisions of this Act.

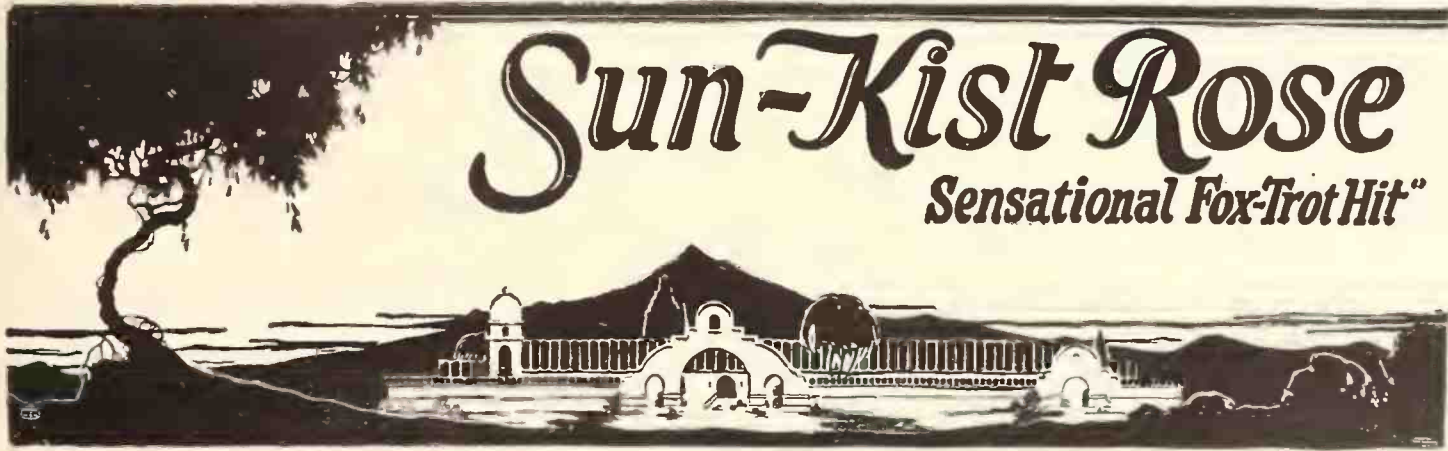
MARKS SIGNS CHERNIAVSKY

Secures Exclusive Services of Director of Thomashefsky's Theatre for Number of Years

The Edward B. Marks Music Co. has signed for a term of years the exclusive services of Cherniavsky, musical director of Thomashefsky's Broadway Theatre. His present musical comedy success, "Three Little Business Men," is drawing crowded houses and the melodies, "Oh, Say the Word" and "Money and Love," will, undoubtedly, prove good sellers.

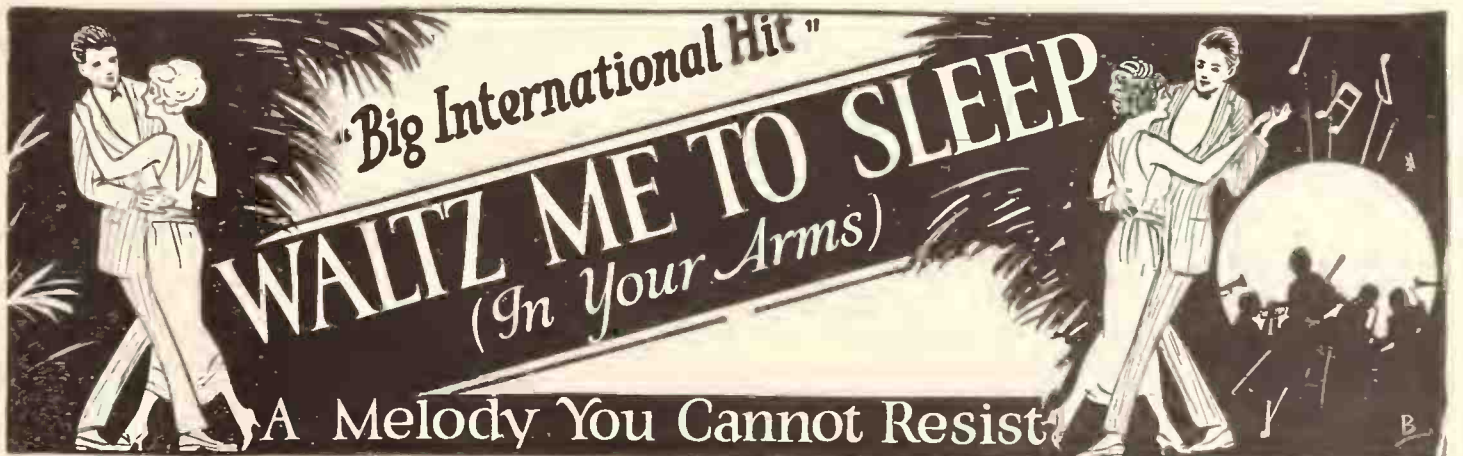
Cherniavsky graduated from the Petrograd Conservatory in 1911 with the title Artist Laureate. Later he studied in Leipzig, following which he made a European and international tour. Many of his compositions are included in the repertoire of Heifetz, Elman, Zimbalist and others.

Stasny's International Hits



Featured by
Paul Specht
and his
Hotel
Alamac
Orchestra

The Biggest
Selling Waltz
of the
Season
Featured
by
Vincent Lopez
and his Hotel
Pennsylvania
Orchestra



ORDER NOW

A. J. STASNY MUSIC CO., Inc.
56 WEST 45TH STREET NEW YORK CITY

Released by Leading
Record and Roll Companies

HIT HARRY VON TILZER'S HIT

DEAR-OLD-LADY

A BEAUTIFUL FOX TROT

Sung By Hundreds of Vaudeville Acts. Played By Thousands of Orchestras.

Feist Drive in Rotogravure Newspaper Sections

New York Music Publishing Firm Uses Five Full-page Advertisements in the Rotogravure Section of the New York Sunday Tribune, Featuring Leading Hits in Its Catalog

Leo Feist, Inc., the well-known popular music publishing firm, has inserted five full-page advertisements in the rotogravure section of the New York Sunday Tribune during the past six

AL JOLSON
Sings the
Big Song Hit
"NO! NO! NORA!"

G.S. KAHN
TED FIORIO

One of Feist's Rotogravure Ads weeks. The last two of these is the full-page advertisement carrying a life-sized reproduction of a portrait of Al Jolson and featuring the Feist big success "No, No, Nora" in the issue of November 18 and a similar reproduction of

Florenz Ziegfeld, producer of the nationally known "Follies" now in its seventeenth edition, which appeared in the issue of November 25. It called attention, in addition, to this season's "Follies" success, "Take Those Lips Away." This was written by Harry Tierney and Joseph McCarthy, of "Irene," "Up She Goes," "Saw Mill River Road" and other famous productions and song fame.

A previous advertisement of this style which appeared in the Tribune was the full page given over to a large photograph of John McCormack and his Victor record of Paul Whiteman's waltz success, "Wonderful One," inserted in the issue of Sunday, November 11. Other announcements carried publicity on "Saw Mill River Road" and "I Love You," the latter a song and dance success which, while it has not reached its greatest height, is now acknowledged one of the leading sellers of the year. It is the song hit from "Little Jessie James" and appears in this season's "Follies" in instrumental form, played by Paul Whiteman and His Orchestra.

Undoubtedly, this series of advertisements is the high mark of full-page publicity by popular publishers given over to an individual song. In all of these announcements it was pointed out that the sheet music as well as the player rolls and records could be obtained from the reader's music store. In most of the advertisements all of the Feist active sellers were mentioned in small type as a reminder of their availability without in any way detracting from the "smash" on the individual song.

In a season when sales are none too active and with publicity given over to such outstand-

ing successes as "Wonderful One," "I Love You," "No, No, Nora," and songs of like

Mr. **FLORENZ ZIEGFELD**

Introduces in His New 'Follies'
"TAKE THOSE LIPS AWAY"

MADEIRA'S... THE... YOU CAN'T GO WRONG WITH ANY FEIST SONG

Another of Feist's Rotogravure Ads calibre, the Feist organization seems bent upon doing its share of making the music counters of the retailers active.

BERLIN DANCE FOLIO SELLS WELL

The special edition of the Irving Berlin, Inc., "Universal Dance Folio for 1924" has sold in such a large volume that the publishers found it necessary to get out a second edition. Considering the fact that the new folio was only recently released, the sale, under the circumstances, can be considered exceptional.

Bring Back That Old Fashioned Waltz

A SIMPLE LITTLE TUNE THAT LINGERS IN YOUR MEMORY

JEROME H. REMICK & CO.
NEW YORK - CHICAGO - DETROIT

Bring back that old fashioned waltz - gain It's out of style and some may smile But just the same you and

BETTY
A DANCING SONG

© 1923 Leo Feist, Inc. Pret-ty Bet-ty, dont you fret-ty', I'll be there,

"You can't go wrong with any FEIST song"

GARBER IN WIDE DEMAND

Garber-Davis Orchestra, New Victor Artists, Has More Engagements Than It Can Fill

Jan Garber and His Garber-Davis Orchestra, which was recently added to the musical combinations playing exclusively for the Victor Talking Machine Co., has been hailed as one of the best musical attractions which have entered the field in months. The orchestra is now playing for a nightly minimum guarantee of \$500 with the privilege of 50 per cent of the gate receipts. It played at the Army and Navy Ball, at the Ambassador Hotel, New York, on November 23, receiving \$1,000 for four hours' work with a bonus for every hour after that period. It is also to play at the Charity Ball, Elmira, N. Y., and was the added and unbilled surprise attraction of the Talking Machine Men, Inc., Ball, held at the Pennsylvania Hotel on November 21. The records of this orchestra, recently released by the Victor Co., are having an active sale and, following the unusual recognition this musical combination is receiving, the mechanical renditions will become very popular.



Jan Garber and His Garber-Davis Orchestra

Boucher Bros., of Rumford, Me., Columbia dealers, recently sold their business to the Rumford Furniture Co., which will continue to feature the Columbia in a large way.

WITMARK EXPLOITATION PLANS

"I'm Sittin' Pretty," "Midnight Rose" and "Bebe" Leaders in Catalog

M. Witmark & Sons have increased the number of professionals who are singing their new

novelty song, "I'm Sittin' Pretty in a Pretty Little City." This has not lessened their efforts in behalf of "Midnight Rose" and "Bebe," both of which are being programmed by a long list of vaudeville artists. Besides the vaudeville artists who will sing this number the song will be tied up with orchestras everywhere, motion picture houses, theatres, cabarets, as well as being heard frequently on the radio.

Mrs. A. J. Stasny, head of the A. J. Stasny Music Co., Inc., sailed for England early this month where she will visit the Stasny English branch and subsidiary retail establishments in the British Isles.

VON TILZER IN NEW OFFICES

Occupies Entire Third Floor in Building at 1587 Broadway, New York

The Harry Von Tilzer Music Publishing Co. has leased the entire third floor at 1587 Broadway, southwest corner of Forty-eighth street, for a term of years. This floor was the original home of the National Vaudeville Artists and is ideal for a popular music publisher.

This move to much larger space by the above house is further evidence of the great progress made by the Von Tilzer organization since its reorganization. Its present catalog has been most active and some new issues are shortly to be announced. Plans for making the Von Tilzer organization one of the leading houses in the popular publishing field are quite extensive and the new home is one of the first.

NEW FEIST NUMBERS

Among the new numbers added to the catalog of Leo Feist, Inc., which are to be included in the Feist activities during the balance of the present year and the early part of 1924 are "Linger Awhile," "When Lights Are Low," "You Didn't Care When You Broke My Heart," "Along the Rainbow Trail," "Take, Oh! Take Those Lips Away," "My Sweetie's Sweeter Than That," "Before You Go," "That's Everything," "Eileen" and "In Arcady."

FOX NUMBER IN "TOPICS OF 1923"

The new show, "Topics of 1923," in which the famous French actress, Alice Delysia, is starred, had its premier performance in Atlantic City the week of November 12. The Sam Fox Publishing Co. is very fortunate in having its new Parisian success, "Nights in the Woods," used as the interpretive music for one of the scenes of the show, entitled "On the Boulevard."

Somewhere In The World

A Melody Ballad of Rare Charm with the popular Fox-trot Rhythm.

Successfully Introduced by John McCormack

You can HEAR it and BUY it HERE

© 1923 Leo Feist Inc. Some one somewhere in the world is sigh-ing for you,

"You can't go wrong with any FEIST song"

A New Song of Unusual Merit

MEMORY'S GARDEN

For All Voices. Victor Record by Frances Alda



Frances Alda

By Gwynne Denni and Lucien Denni



UST released, Red Seal Victor Record, by Frances Alda of the Metropolitan Opera Co. Clay Smith says in his review of "Memory's Garden," in the "Lyceum Magazine": "There is style-plus, for it teems with vocalistic show places. 'Memory's Garden' is a great concert song and will live for years." Published in three keys, with orchestra accompaniment, Duet for Soprano and Alto, Quartets for Mixed, Male and Women's Voices. Obtainable at all music stores or from the publishers J. W. JENKINS SONS' MUSIC CO., Kansas City, Mo.

NEW "LA ROSITA" VOCAL EDITION

Use of Number in Capitol Theatre Presentation Creates Immediate Demand

The Sam Fox Publishing Co. was pressed to rush into print a vocal edition of its former instrumental success, "La Rosita," following its

ing that name, it will also be used as the theme in the musical score when the picture is played elsewhere. Rothafel, who is responsible for the many musical settings at the Capitol Theatre, has, in the above case, arranged an unusual, unique and elaborate prologue and the musical piece bearing the same name justifies this thought and attention, as it is a beautiful,

holland as soprano lead, and a male quartet, gave the rendition of "Rosita" a background that not only placed the mind of the audience in a receptive mood for the photoplay to come, but impressed the melody upon those present in a manner that made it hard to forget.

NEW REMICK NUMBER GOING WELL

"Bring Back That Old-Fashioned Waltz" Makes Big Hit With Buffalo Public

BUFFALO, N. Y., December 8.—Sheet music dealers in Buffalo report that the new song recently released by Jerome H. Remick Co., "Bring Back That Old-Fashioned Waltz," is one of the best sellers on their counters. It was written by Albert Hay Malotte, a Buffalo songwriter, who is becoming famous for his ability as a writer of waltz music. Over 3,000 copies have been sold in Buffalo. Other good sellers are "I Want You," "No, No, Nora," "You Didn't Want Me When I Wanted You" and "Every Night I Cry Myself to Sleep Over You." Dealers generally report the demand for sheet music good.

The Paul Whiteman offices are opening a subsidiary branch in Philadelphia to build up bookings throughout the Middle Atlantic States. Elsie Hild, office manager for United Orchestras, Inc., will spend part of her time in New York and part in charge of the new office.



"La Rosita" in Capitol Presentation

use as a vocal prologue to the photoplay showing of "Rosita" at the Capitol Theatre, New York, which was recently held over for a second week's appearance. The vocal edition of this Sam Fox success will carry the title "Rosita" and, in addition to being the musical prologue to the photoplay exhibition of the picture bear-

rhythmical, Spanish tango melody of most appropriate caliber.

The scene is a public square of a Spanish city in the days of the Spanish cavaliers, with a typical Saracenic castle background. Doris Niles, in a Spanish dancer's costume, supported by the Capitol Ensemble, with Florence Mul-

Advertisement for Hearst Music featuring 'KEEP YOUR CASH REGISTER RINGING' and 'HEARST PUBLICATIONS'. Includes a list of song titles like 'Wonderful Child', 'Beautiful Rose', and 'Mother My Own'. Promotes '100% PROFIT' and 'THE BIGGEST CASH REGISTER CATALOGUE YOU CAN HANDLE'. Lists prices for 100 copies of one song (14 1/2c) and 100 assorted (14 1/2c). Includes an illustration of a cash register and contact information for Hearst Music Publishers in New York, Winnipeg, and Toronto.

FIVE RECORD RECORD-BREAKERS

If the Rest of the World Don't Want You

(GO BACK TO YOUR MOTHER AND DAD)
The most sure-fire hit we have ever published

YOU

The New Melody
Song Hit

LOVEY CAME BACK

A Real Hit By JOE YOUNG, SAM LEWIS and LOU HANDMAN

I LOVE THE GIRL WHO KISSES

(I HATE THE GIRL WHO DON'T)
The 1924 Novelty Song Hit

ROAMIN' to WYOMIN'

Successor to "Carolina in the Morning" by the same writer

Above Songs Featured by Orchestra and Vaudeville Acts from Coast to Coast

IRVING BERLIN, Inc., 1607 Broadway, New York

F. A. DELANO WITH AMPICO STUDIOS

Well-known Head of Victor Red Seal School to Study Music Roll Situation and Promote Sale of Ampico Records of the Higher Class

F. A. Delano, who for several years conducted a Victor Red Seal School at the factory in Camden and then conducted similar schools



F. A. Delano

in various cities of the country under the auspices of the Victor Co. and in co-operation with local jobbers, has now joined the forces of the American Piano Co., being connected with the Ampico Studios, where the Ampico recordings for the reproducing piano are made and handled.

In his new post Mr. Delano will be able to profit in a large measure from his experience in developing the sales of Red Seal records, for his work will consist largely of suggesting to Ampico dealers ways and means for increasing the sale of Ampico records of high-class music by noted artists. This new department of the American Piano Co. represents an innovation in the matter of music roll selling and the results will be watched with great interest by the trade generally.

HEARST BEGINS NATIONAL DRIVE

Fred K. Steele Appointed New York Professional Manager—Numbers Being Featured

Thomas J. Quigley, the former Chicago manager of M. Witmark & Sons and who was recently appointed general manager of Hearst, Music Publishers, Ltd., has arranged plans for a national exploitation campaign on this firm's publications. A number of important moves by the Hearst organization will also go into immediate effect and among these are the establishment of new executive offices in the Garrick Building, Chicago, Ill.

Another item of interest to the trade and profession is the appointment of Fred K. Steele, who was formerly with the Broadway Music Corp., as manager of professional activities in the New York offices of the Hearst Co. Hearst Music Publishers, Ltd., started its music publishing business last year in Canada in a small way and in a comparatively short space of time has achieved unusual and impressive success. It now operates large offices in New York, Chicago, Toronto, Montreal, Vancouver and Winnipeg.

Among its numbers that are well known to the trade are "Beautiful Rose," "In the Land of Sweet Sixteen," "Ginny," "Some Day You'll Cry Over Somebody Else," "If I Had You," "She's Got Another Daddy" and "Some One

Like You." All these songs are being heard frequently on the vaudeville stage and are programmed by a long list of famous orchestras.

E. GRANT EGE IN NEW YORK

E. Grant Ege, head of the publishing and sheet music department of J. W. Jenkins Sons Music Co., was a visitor to New York during the past month. While here, Mr. Ege closed plans for an Eastern campaign on a number of songs from the Jenkins catalog. Among these are "Memory's Garden," which has had a very active sale with indications that its popularity is increasing among the music buyers of the country.

"ROSES OF PICARDY" PRESENTATION

Miriam Lax, soprano, and Adrian Da Silva, tenor, were one of the features of last week's program at the Rivoli Theatre, New York City, where they sang with unusual success Haydn Wood's "Roses of Picardy," from the Chappell-Harms, Inc., catalog. So popular was the number that it was held over another week.

John Philip Sousa, the noted march king, during his recent trip to Milwaukee, where he gave four concerts in two days, was honored at impressive ceremonies at Marquette University with the degree of Doctor of Music.

Extra Profits For You — Mr. Dealer

NOW READY

JACK MILLS' NOVELTY

"BLUES"

Song Folio

SONGS
HEREIN ON
ALL
PHONOGRAPH
RECORDS

ON
ALL
PIANO
ROLLS

WORDS AND MUSIC OF THE BIGGEST BLUES HITS OF 1923

Especially adapted for Glee Clubs, Amateur Entertainments, Minstrel Shows, Camp and College Song-Fests, Etc.

WRITE FOR OUR PROPOSITION TO-DAY

JACK MILLS, Inc.

Music Publishers
Jack Mills Bldg.

1:8 50 West 46th St.
New York, N. Y.



A SOUTHERN FOX TROT GEM

I'M SITTING PRETTY IN A PRETTY LITTLE CITY

M. WITMARK & SONS

New York



MAKING A RECORD IN RECORD TIME

Lopez Records Forster's "Amber Nights" Four Days After Receipt in Manuscript Form

What is without question the fastest time ever made in getting out a record of a popular number was recently accomplished by Vincent Lopez and His Pennsylvania Orchestra. On Tuesday, November 13, Dan Winkler, Eastern representative for Forster, Music Publisher, Inc., received a manuscript piano copy of a song called "Amber Nights"; on Wednesday, November 14, he took it to Vincent Lopez, who liked the number so well he booked it for his next recording date, Saturday, November 17. Winkler was doubtful that it would be possible to make the orchestrations, etc., for that date, but Lopez insisted that with the perfect functioning of his organization it was more than possible and he would prove it.

So, four days after the song was received in New York, Lopez had an arrangement of the

number made and recorded a record and, in addition, the same night broadcasted "Amber Nights" with the new arrangement. F. J. A. Forster, head of the publishing organization bearing his name, "listened in" at the Lopez rendition from his Chicago residence. All of which is mighty fast work and demonstrates that the popular publisher, with the co-operation of the successful, modern orchestra leader, can take advantage of the speed and rapidity available through modern inventions to get quick action on numbers of merit.

NEW MILLS BLUES FOLIO

Jack Mills, Inc., which, among other things, has quite a healthy list of "blue" numbers, announces to the trade the release of a new folio comprised of "blue" numbers only. This new publication carries the words and music of ten "blue" successes in complete form. It will retail at a very popular price and will undoubtedly find many buyers.

FEATURING "THAT OLD GANG"

Berlin Number Shown in Handsome Display by Kresge Philadelphia Store

"That Old Gang of Mine," which has proved one of the most popular songs of the year 1923, continues to hold its position among the lead-



Featuring "That Old Gang of Mine"

ing sellers. This number, carrying a lyric which apparently appeals to the home-loving people of America, has, in addition, other factors which have contributed to its unusual success. No small part of this is the fact that it is one of the most favorite of present-day dance selections. Its availability for duos, quartets and other combinations has also added to its wide appeal.

In recognition of its activity on the music counters of the country, retailers everywhere have made special window showings of this lively offering. Each week sees new additions to the dealers who have given space for the display of "That Old Gang of Mine." One of the most recent of these was that shown for a short period by the S. S. Kresge Co., Philadelphia, Pa. A photograph of the window appears herewith. According to the reports of the manager of the store, "That Old Gang of Mine" has not only kept among the best sellers for the past two months, but during the weeks of the special window display a considerable addition was made to the sales, thus again proving that a song that is heard and sung everywhere need only be given a conspicuous place on the counters or in the windows of the retail store in order to add to the sales volume.

BAREFOOT DAYS	TRUST ME	PARADE OF THE WOODEN SOLDIERS	BUMMEL PETRUS	TWINKLING STAR
THAT'S A LOT OF BUNK	1924	THE RECOGNIZED WALTZ HIT OF THE OLD AND NEW WORLD!	ALL THAT I WANT (IS TO BE LEFT ALONE)	LOG CABIN BLUES
GEORGIA BLUES	SOMETHING ABOUT A SUNSET (REMINDS ME OF YOU) FAY PULSIFER'S FOX-TROT PLAYED BY CASTLE HOUSE ORCHESTRA	JUST FOR TONIGHT (NUR EINE NACHT)	WE SAID GOOD-BYE (I WONDER WHY) BEN MEROFF'S ORCHESTRAL SENSATION	
MARCH OF THE SIAMESE NOVELTY FOX-TROT Paul Lincke's Master Hit				
EDDIE LEONARD'S - OH! DIDN'T IT RAIN The New Sensation with Kay Miller's Orchestra.		Kiss Me With Your Eyes BY THE WRITERS OF "UNDERNEATH THE STARS". Featured by Grace La Rue		
Rose Of Old Castile "Tango-Fox" (EXPLICATION) Featured by Carmella Ponselle		CAUCASIAN LOVE By the "Russian-American" Lehar Joseph Cherniavsky		

Records, Rolls, Sheet Music on Sale Everywhere

Edwards & Marks
Music Co.
225 W. 46th ST. NEW YORK, N.Y.

Special Rates to Dealers on Sheet Music Write for Complete Catalog

*For Song or Dance
You Can't Beat*

CHORUS
All my thro's go wan-d'ing back to an I-ry covered shack Cause I'm tone-some for the old folks at home Seems I miss the low-dy.

THE OLD FOLKS AT HOME

MELODY--LYRIC--HARMONY--SENTIMENT--PERFECT

RELEASED FOR RECORDS & ROLLS

JEROME H. REMICK & CO. NEW YORK-CHICAGO-DETROIT

SILVER SLIPPER OPENS IN NEW YORK

Van and Schenck, Directors of New Dance Palace, Feature Stasny Numbers

The official opening of New York's latest entertainment palace, The Silver Slipper, was held recently before an invited audience. The

The direction of The Silver Slipper has not deterred Van and Schenck from filling some current vaudeville engagements. They recently appeared for two weeks at the Palace Theatre and are later to appear at other Keith houses. The outstanding song of the Van and Schenck program, both at The Silver Slipper and in their vaudeville appearances, is the new "blues" novelty song, "Promise Me Everything, Never Get Anything Blues," which looks like one of the biggest numbers this successful team has programmed in some seasons. A new harmony song was also introduced by Van and Schenck. It is entitled "In the Town Where I Was Born."

MARKS IN NEW YORK THEATRES

Publishing Firm Arranges "Songwriters' Festivals" in the Local Theatres

Sheet music, phonograph record and piano roll dealers are being given an exceptional amount of co-operation by the E. B. Marks Music Co. in all localities in New York by the arrangement of a series of "Songwriters' Festivals" in various theatres. The writers of "Oh Didn't It Rain," "Kiss Me With Your Eyes," "That's a Lot of Bunk," "Just for To-night," "March of the Siamese" and other E. B. Marks numbers are brought to the theatres on these nights after being billed a week in advance and give a program of their latest numbers in addition to a revue of their former hits.

One theatre in every section of New York has been selected for these nights, including Inwood, Washington Heights, Fordham, the mid-section of the Bronx, lower Bronx, Yorkville, Harlem, the East Side and four theatres in various parts of Brooklyn. Thus all the numbers on the Marks catalog are being given a big city-wide play.

Two of these nights have already been held with the result that the dealers in these sections had calls for the numbers sung. This made itself apparent by the orders on the featured songs which came into the office on the following days.

HARTMAN CO. OPENS NEW STORE

MERCER, PA., December 8.—A branch music store has just been opened here in the King block on South Diamond street by the Hartman Music Co., of Shippensburg. All kinds of musical goods and sheet music will be handled by the new store, which is the only one of its kind in Mercer.



Van and Schenck

place is under the direction of Van and Schenck, who also take a leading part in the nightly entertainments. From early indications following the opening, The Silver Slipper will take a prominent part in the night life of New York during the coming season.

Among the new songs added to the catalog of Sherman, Clay & Co. are "Out of Sight, Out of Mind," by Harry Owen and Vincent Rose, and "Sleep," by Earl Lebeig. The New York offices of this publishing house are introducing the number to the orchestras in its territory.

HERE'S THE LATEST, GREATEST NOVELTY

So I took the \$50,000.00

RELEASED FOR RECORDS AND ROLLS

CHORUS
So I took the fifty thousand dol-lars I thot I'd make a big flash with that roll

JEROME H. REMICK & COMPANY, NEW YORK -- CHICAGO -- DETROIT

FOUNDED ON DEBECK'S CARTOON PERMISSION KING SYNDICATE INC.

KISSES \$1.00

DOLLAR WATCHES

LYMAN RECORDS ARE POPULAR

Western Orchestra Recordings on Brunswick Catalog Meeting With Popular Demand

That all good things and wise do not come out of the East is pretty well proved by the uninterrupted career of success of Abe Lyman and His Orchestra. A year or so ago, when Abe Frank, the well-known hotel man, was placed in charge of the Ambassador Hotel in Los Angeles, he made every effort to secure the best possible music for the now famous Coconut Grove ballroom that is to-day the dancing Mecca of all filmdom and everybody else of consequence in the Southern California city. Abe Lyman, then playing with a seven-piece orchestra at the Ship Café in Los Angeles, was chosen, and, increasing his personnel to twelve men, he and his band have for eighteen months been making things hum there. A few weeks since, the Brunswick Recording Expedition made its first trip to the Coast to record the big dancing orchestras like Paul Ash's in San Francisco, Abe Lyman's in Los Angeles, and so on. The first stop in Los Angeles netted the record people sixteen numbers recorded by Abe Lyman's aggregation, and every one of the sixteen numbers recorded was pronounced perfect. Among Lyman's first numbers for release was "Midnight Rose," the tremendously popular ballad fox-trot hit that is being danced to from coast to coast.

WITMARK & SONS NOVELTY NUMBERS

"Bebe" and "Midnight Rose" Leading These in Point of Popularity and Demand

The catalog of M. Witmark & Sons, which each season contains some of the most active selling ballads in the popular music field and which, in addition, has the prestige of that most successful list of songs, "The Witmark Black and White Series," is, this season, in the additional happy position of publishing probably more novelty numbers than at almost any period in the history of the company.

"Bebe" and "Midnight Rose" are now reaching their height in point of popularity and this success on these two issues is not confined to any particular territory, but is national in scope. But songs of the super-novelty order such as "I'm Sittin' Pretty in a Pretty Little City," "I've Got a Cross-Eyed Papa, But He Looks Straight to Me," "That Bran' New Gal of Mine," are fox-trots with unusual melodies and rhythmic qualities which, of course, are substantially adding to the Witmark professional band and orchestra and sales departments' activities.

BERLIN CATALOG LEADERS

Irving Berlin, Inc., has a song in "That Old Gang of Mine" which shows indications of becoming a permanent fixture of the catalog. Its sale has been most steady and the demand has been of national proportions. This song, together with "Indiana Moon" and "When You Walked Out, Someone Else Walked Right In," are the leaders of the catalog. The two novelties, "Sittin' in a Corner" and "Roamin' to Wyomin'," are also active and in general demand with the public.

DEALERS' ADVERTISING SERVICE

Irving Mills, vice-president of Jack Mills, Inc., who recently returned to the New York offices of the company after a transcontinental tour of the country, brought back a series of new ideas which will shortly be inaugurated by the Mills organization, adding considerably to its present dealer co-operation. Among these will be a dealer advertising service. The Mills organization will shortly announce the opening of several new branch offices in important cities throughout the country. Through the establishment of these branches dealers will be assured of even better service than in the past.

SHERMAN, CLAY'S NEW NUMBER

Arthur Freed's "Cover Me With Kisses" Takes Immediate Hold—"The West, a Nest and You" Is Also Featured

PORTLAND, ORE., December 6.—Sherman, Clay & Co. have presented to Portland Arthur Freed's new song, "Cover Me With Kisses." The song was featured recently by Mort Downey, who appeared last month in the Heilig Theatre on the Orpheum Circuit with Paul Whiteman's S.S. "Leviathan" Orchestra. One of the best sellers in Portland continues to be Sherman, Clay's "The West, a Nest and You," which is featured in a window display, at the sheet music department of Sherman, Clay & Co., and also at the Liberty Theatre, where Henri Keates, organist, is using it with slides.

SINGS VON TILZER'S NEW HIT

Mabel McKinley Using "Dear Old Lady" in Vaudeville Appearances

Harry Von Tilzer's new hit, "Dear Old Lady," is now being sung in vaudeville by Mabel McKinley, niece of the former beloved President. Other standard acts using the latest ballad fox-trot hit are Joe Jordan's Orchestra at the Stare Theatre, Sam Smith at the Audubon, Yerkes' Jazzarimba at Proctor's 125th Street, Paul Specht and His Orchestra at Hotel Alamac.

"BLOSSOM TIME" GOING STRONG

PORTLAND, ORE., December 8.—Maybelle Elliott, manager of the sheet music department of Seiberling & Lucas Music Co., reports a big sale of "Blossom Time," published by Leo Feist, Inc., as a result of the play being presented at the Heilig Theatre during the week of November 4. She says the greatest demand was for the "Song of Love," with many calls for "Tell Me, Daisy," "Let Me Awake," "My Spring Time Thou Art" and "The Serenade," featuring Schubert's Serenade.



*Just
One More
Kiss*

*The Popular
Viennese Success*



*The European
Song and Fox Trot
Sensation
direct from
Vienna*



Sam Fox Pub. Co.
CLEVELAND AND NEW YORK

POPULAR BALLAD SUCCESSES

CHAPPELL HARMES

THE WORLD IS WAITING FOR THE SUNRISE
BY LOCKHART & SEITZ

IF WINTER COMES
BY ARKELL & TENNENT

SMILE THROUGH YOUR TEARS
BY BERNARD HAMBLEN

ROSES OF PICARDY
BY WEATHERLY & WOOD

SONG OF SONGS
BY VAUCAIRE-LUCAS-MOYA

THE BELLS OF ST. MARY'S
BY FURBER & ADAMS

SOME DAY YOU WILL MISS ME
BY GREY & DAREWSKI

THERE'S A SONG IN MY HEART
BY BERNARD HAMBLEN

CHAPPELL-HARMES, INC.
185 MADISON AVE, NEW YORK



COLUMBUS

Sales Volumes Indicate Banner Holiday Business—All Lines in Demand—The Month's Activities

COLUMBUS, O., December 8.—Although Christmas is several weeks away the manner in which the music stores are decorated and patronized would indicate that this will be a banner season.

W. F. Davisson, vice-president and manager of the Perry B. Whitsit Co., Victor wholesaler, states that business will probably be considerably better than in the same period last year. He stated that he did not foresee any shortage of the popular models. Record business is brisk also.

Henry Salzer, of the Gus M. Salzer Co., Victor dealer, of Springfield, and O. A. Ryder, of the Gem Pharmacy, Nelsonville, visited the Perry B. Whitsit Co. this week. Mr. and Mrs. Perry B. Whitsit left for a trip to the East, to be gone for from a week to ten days. While in the East Mr. and Mrs. Whitsit will visit the Victor Co., Camden, N. J.

"To be exact, we sold twenty-seven machines in less than that many days during the last several weeks," said E. M. Levy, manager of the Victrola department of the Otto B. Heaton Co., Victor dealer. "Our record business has been even better than our machine business. We expect to make a much higher average of sales this December than in 1922."

- A novel advertising stunt which brought

good returns was recently employed by the Robert L. Seeds Co. A young man attired as a clown carried a huge replica of a Columbia record on his back as he paraded the principal streets of the city. The attention of the pedestrians, as well as those riding in automobiles and street cars, was drawn to this clown because the type of advertisement was so unusual in character.

The Robert L. Seeds Co. has just installed the Edison. It now handles Columbia, Cheney and Edison.

Miss Elizabeth Cheney, daughter of Forest Cheney, the phonograph inventor, has recently joined the Robert L. Seeds Co. and is serving in the capacity of office manager of the firm.

Miss Cleo Kerns has just joined the sales force of the F. & R. Lazarus Co., Victor dealer, High and Town streets.

Miss Helen Caster is now a member of the sales force of the C. C. Baker firm. Miss Caster has had eight years of Victor experience and is thoroughly acquainted with practically every phase of the record division of Victor products. She formerly was associated with the Fuller-Ryde Music Co., of Indianapolis.

Mrs. C. C. Baker, of the C. C. Baker firm, advises that more calls have been made for upright model Victrolas in the last two or three weeks than during the early weeks in the Fall season, indicating that the upright model Victrola still has its advocates here.

The many friends of Henry Ackerman, who for more than fifty years was engaged in the music business, were saddened by the news that he passed away on December 1. Mr. Ackerman was seventy-eight years old.

Outstanding among the Victor artists who will be in Columbus in the near future is Mischa Elman, celebrated violinist. He comes here under the auspices of the Franklin County Council, American Legion, on December 12. Louis Gravure, Columbia artist, will close the series January 8.

One of the first dealers to co-operate with the schools in the second annual State music memory contest which was recently launched was the People's Furniture Store, Victor dealer, 1054 Mt. Vernon avenue.

Lancaster is another city where the music memory contest is in full swing. The Lancaster High School won the second prize, consisting of a \$350 Victrola, in the first annual music memory contest. The enthusiasm and interest are even more marked this year than last. The Victrola is being used extensively in the memorizing of the forty selections. Co-operating with the Lancaster schools in the contest is the J. C. Welton Music Store, of that community.

Last week the Mammoth Furniture Co., Urbana, O., had an opening for its new Victor room. The Mammoth Furniture Store is located on North Main street.

Music dealers throughout the State of Ohio will be interested to learn that at a recent meeting of the Ohio Federation of Music Clubs, held in Columbus, it was strongly advocated that a drive should be made for music scores and talking machine records for local libraries in every community. Should this be carried out in a proper manner music scores and talking machine records will soon become an important part of the libraries and music dealers will find a new channel for business.

PERRY B. WHITSIT CO.

COLUMBUS OHIO



COLUMBUS

Sends Its Greetings

Victor ideals and aims have evidenced their supremacy during the past twelve months emphatically and convincingly.

We deeply appreciate the whole-hearted co-operation extended to us by the Victor retailers in 1923, and it is our earnest wish that 1924 will prove a year of prosperity, joy and contentment.

Greetings to all our Friends



The NEW Columbia is superior

*Hearing
is believing*

You can't hear the New Columbia Motor. It is noiseless—even after long use. The quiet operation of the New Columbia Motor is due to the fact that it is built with the accuracy and perfection of a fine watch.

COLUMBIA PHONOGRAPH COMPANY
New York

Trade Commission Enters No R.C.A. Complaint

Radio Corporation's Activities Investigated by U. S. Trade Commission—No Complaint or Recommendation for Further Action Is Offered—Trade Relations Found Satisfactory

WASHINGTON, D. C., December 5.—After an extended and lengthy investigation of the business methods, policies and activities of the Radio Corp. of America the Federal Trade Commission submitted a report recently to the House of Congress wherein no charge or conclusion was offered as to any violation of the Sherman anti-trust laws. In recent years several investigations of this character have been ordered by Congress in connection with the activities of prominent concerns and almost invariably further action has been taken only when the report has recommended accordingly.

In the Federal Trade Commission's report it is stated that the Radio Corp. has a virtual monopoly of commercial wireless communication between this and foreign countries. The Commission gives in detail the history leading up to the organization of the Radio Corp. of America by the General Electric Co. in 1919, stating that the Radio Corp., under its agreements with the various companies which own or control practically all patents covering important radio devices, is made the selling company for these products. In the sale of receiving sets the Radio Corp. has competition from seventeen concerns licensed under the Armstrong patents, although their sale of sets for

use in conjunction with tubes is being contested in the court.

The Commission goes into detail regarding the methods utilized by the Radio Corp. in selling or leasing apparatus to competitors for international communication purposes, and also comments upon the fact that the company does not sell its vacuum tubes or other patented radio parts to makers of receiving sets. The report has been read with interest in political and legal circles in this city, with the consensus of opinion being that the failure to make any recommendation for prosecution represents a favorable attitude and an impartial review of the company's activities.

BRILLIANTONE CO. SAFE BROKEN INTO

Some time after closing hours on December 7 the offices of the Brilliantone Steel Needle Co. at 370 Seventh avenue, New York City, were broken into. The safe was opened and the contents removed. Byron R. Forster, president of the company, when interviewed by The World, stated: "Not a thing was left. Part of our payroll which was in the safe was taken as well as the petty cash. Detectives are working on the case and expect to make an arrest."

REGINA Phonograph Reproducer and Radio Loud Speaker

TWO IN ONE

Soon ready for delivery a new Regina Phonograph Reproducer and Radio Loud Speaker for all makes of Phonographs. It is a combination of the two in one without change. Just "plug in" to listen to the radio.

Will retail for \$15.00.

Dealers wanted—write for full particulars.

The Regina Phonograph Co.

Manufacturers

Rahway

New Jersey

Regina Phonos—Regina Hexaphones and Music Boxes

NEW JUNIOR OPERETTA JOBBERS

Vulcan Record Corp. Adds Many Names to Jobber List—Issues Handsome and Costly Broadside Illustrating Sales Helps

F. H. Hedinger, secretary and general manager of the Vulcan Record Corp., manufacturer of Junior Operetta records, announced recently that the company had closed arrangements with a number of prominent wholesale houses for the distribution of these records. There are now fourteen jobbers on the Junior Operetta list, comprising the following: Bristol & Barber Co., Inc., New York, N. Y.; General Radio Corp., Philadelphia and Pittsburgh, Pa.; A. C. Erisman Co., Boston, Mass.; Shapleigh Hardware Co., St. Louis, Mo.; Stewart Sales Co., Indianapolis, Ind.; C. L. Marshall Co., Cleveland, O., and Detroit, Mich.; Vocalion Co. of Chicago, Chicago, Ill.; Stone Piano Co., Minneapolis, Minn.; J. W. Jenkins Sons Co., Kansas City, Mo.; Texas Radio Sales Co., Dallas, Tex.; Sterling Roll & Record Co., Cincinnati, O.; Cheney Sales Co., Omaha, Neb.

The company has just issued a handsome two-color broadside that has been mailed to 15,000 dealers. This broadside illustrates the sales helps prepared by the company for the stimulation of Junior Operetta sales, including folders for mailing purposes, display cards, advertising cuts and pictures measuring 40x30 inches which are loaned to dealers for exhibition purposes. This timely piece of literature is one of the most ambitious and artistic broadsides that have been offered to the trade this season.

MANY ORDERS FOR ELECTRIC MOTORS

Kendrick & Davis Motor Enjoys Growing Popularity Throughout the Trade

BOSTON, MASS., December 7.—The matter of electric drive for talking machines is a subject that has been given much attention by various manufacturers, according to H. A. Robbins, of this city, sales agent for the Kendrick & Davis motor. In substantiation of the interest manifested, Mr. Robbins quoted in part from a letter received from a prominent Western manufacturer, who states:

"The prohibitive cost of many of the electric drives for talking machines has been the drawback heretofore in placing a machine on the market to compete with the spring-driven machine. We figure on equipping the largest part of our output with a Kendrick & Davis unit as we are entirely satisfied with it and are confident that with a little help from the progressive dealer it will be generally accepted by discriminating patrons."

Mr. Robbins states that the factory promises delivery in quantity shortly and that they will soon be able to fill the many orders on hand.

The Prince-Walters Bungalow Shop, of Lowell, Mass., has secured a Columbia franchise.

For Sale in Quantities
GERMAN PHONOGRAPH NEEDLES
"NORICA"
 One million needles in three tones
 in stock
Two cents per hundred
Packed in boxes of two hundred
B. SOUTO CO.
 21 Murray St. New York City
 Phone: Barclay 6063

APPOINTS NEW POOLEY DEALERS

**C. L. Marshall Co. Closes Important Deals—
 Sales Totals for Year Very Gratifying**

DETROIT, MICH., December 6.—The C. L. Marshall Co., wholesale distributor for the Pooley phonograph and the Outing portable in Michigan and Ohio, with offices in Detroit and Cleveland, and Vocalion record jobber in Cleveland, has recently added many Pooley dealers to its list, including the S. Tennenbaum Co., Cincinnati, O.; Fred Wagner Piano Co., Hamilton, O.; R. W. Tyler Co., Huntington, W. Va.; Stevenson Bros., Coshocton, O.; W. E. Jones Piano Co., Mansfield, O., and the Faught Music Co., Elizabethtown, Ky. All of these accounts were established by the "star" salesman of the Cleveland headquarters, W. C. A. Bickham, with headquarters in Columbus. Other new Pooley dealers established by this successful jobber are E. C. Fischer & Co., Battle Creek, Mich.; B. M. Jones Furniture Co., Kalamazoo, Mich.; Cunningham Phonograph Shop, Detroit, Mich.; East Detroit Music House, Detroit, Mich., and the Howard Music Co., Detroit.

S. Townsley, formerly a member of the Columbia sales staff, is now associated with the C. L. Marshall Co., of Cleveland. He will cover Cleveland and adjacent territory, where the Vocalion record business has reached proportions that demand the attention of one salesman exclusively. He recently closed a deal with the Remick Co. of Cleveland and the Leickley Music House for both Vocalion records and Pooley phonographs.

Mr. Marshall states that 1923 business has been very satisfactory, for the company doubled its sales of Vocalion records, exceeded this increase on Outing portables and went far ahead of expectations on Pooley phonographs. Both headquarters of the C. L. Marshall Co. are now distributing Junior Operetta records made by the Vulcan Record Corp.

PHONOGRAPH MAN APPREHENDED

CHICAGO, ILL., December 6.—The local talking machine trade was keenly interested to learn recently that Edward J. Sailstad, formerly president of the Multitone Phonograph Co., of Eau Claire, Wis., had been located in California. Mr. Sailstad had disappeared some three years ago when his company was on the verge of bankruptcy and after being found in California was held by the police authorities on the charge of attempting to defraud the insurance companies by committing arson to give the impression that he had perished in the ruins.

"DOEHLER TOPICS" REAPPEARS

The first number of the reissue of "Doehler Topics," which was announced last month, appeared promptly as per schedule. In the opening article, under the caption "A Message From Our Chief," H. H. Doehler, president of the company, comments on the reappearance of "Doehler Topics" and sounds an appeal for the continued co-operation of all in the advancement of the interests of the company. The activities of the various employes' organizations are chronicled and it is filled, from start to finish, with well-written, interesting matter. It is a live house organ.

EDISON ARTIST ON TOUR

Gives Tone-test Recitals in Cities Visited by Show Under Auspices of Local Dealers—Results Prove Worth While

Walter Scanlan, the well-known Edison artist, has recently gone on the road with the show "The Blarney Stone" and has within the last few weeks played in three different cities, namely, Paterson, N. J.; Wilkes-Barre Pa., and Scranton, Pa. On each occasion the local Edison dealers have tied up in an effective way with the appearance of this Edison artist, who makes a point in his play of rendering an Edison tone-test, wherein he sings in direct comparison with his own Edison records.

In Paterson the last week in November the tie-up was made by the Quackenbush Co.; in Wilkes-Barre, on the 6th, 7th and 8th of December, by the Snyder Music Co. and the C. F. Murray-Smith Co., and on December 3, 4 and 5 in Scranton by the Edison Diamond Disc Shop.

The New York Distributing Division of General Phonograph Corporation

extends to its many friends and the trade in general, its sincere wishes for a

Very Merry Christmas and

A Happy and Prosperous New Year

The play itself is proving to be very successful and is now booked for quite an extensive schedule. The result from the standpoint of Edison dealers is also highly gratifying, as additional orders for the New Edison and for Walter Scanlan's records have been of an outstanding sort in every city where "The Blarney Stone" has been given. This shows an effective tie-up.



The Successful House Party

requires a phonograph of unusual qualities — clear, snappy tone quality with extra high volume.

THE BRISTOL

TRADE MARK
AUDIOPHONE
REG. U. S. PAT. OFFICE

Phonograph Record Reproducer

is the ideal instrument for small dances. Club gatherings, schools, restaurants, lodges, church societies, etc.

The same Loud Speaker can also be used for radio receiving. This double utility insures against disappointment.

The Audiophone reproduces and amplifies the records with the same undistorted tone, big, mellow and clear, full like the original voice or instrument. It eliminates surface noises.

May we write you in detail or arrange for a demonstration?

THE BRISTOL COMPANY

WATERBURY, CONN.

ATLANTA

Sterchi Bros. in New Home—J. L. Prior in New Post—Stage Brunswick Exposition—Month's News

ATLANTA, GA., December 10.—Sterchi Bros., the big furniture company which maintains a chain of stores throughout Tennessee, Georgia and North Carolina, has recently completed a fine new building in Asheville. The main floor phonograph department is in charge of Harmon Fowler, an experienced talking machine manager, brought on from Knoxville. The department opened with the complete line, including Victor and Columbia machines and records.

J. L. Prior is the newly appointed manager of the talking machine department at Efrid's department store, Charlotte, N. C.

W. Frank Blount, whose death occurred at Fayetteville, N. C., November 22, was the oldest music dealer in North Carolina, former president of the North Carolina Music Dealers' Association and an enthusiastic Brunswick dealer. He was sixty years old and had been ill only ten days.

A "Brunswick Exposition," staged in this city by Ludden & Bates, progressive Brunswick dealers, North Pryor street, was probably the



Ludden & Bates' Fine Display

most ambitious event of this kind ever staged in the South. The exposition lasted an entire week and the results in sales and publicity marked the event as an outstanding success. Thousands of specially engraved invitations were sent out to the music lovers and other people throughout the city and vicinity who might in the natural course of events be con-

sidered as prospects, and the attendance at the various special events staged during the week indicated that not many ignored the opportunity to attend. Poster and bulletin board advertising in advantageous locations stimulated further interest in the exposition and this, together with extensive newspaper advertising, certainly brought the crowds to the store.

The stock of machines was displayed in a manner to attract attention to the beauty of the cabinet work. Each machine on display was part of a handsomely and completely furnished room, furniture and hangings harmonizing to suit individual instruments. The company operates a finishing department and several specially finished models were included in the exhibit. The entire store was decorated with evergreens, flowers, etc., and elaborate lighting effects were arranged for the occasion.

Each night crowds attended the "DeLuxe performances," the program consisting of Sig-

Volpi's Troubadours, Monday; Max Sasanoff, Russian tenor, Tuesday; Cohn's Rainbow Orchestra, Wednesday; Refined Vaudeville, Thursday; Kalohi's Hawaiian Orchestra and Hula Dancers, Friday; Ampico concert, Saturday. Several of the evening programs were broadcasted by the Atlanta Journal broadcasting station, WSB, and the exposition was prominently played up by the local newspapers.

S. M. Frenkel, manager of the store, with the assistance of others in the organization, planned the affair and carried it through to success.

The entire Victrola department of the John L. Moore & Sons Co., Atlanta, has been purchased by J. P. Riley, Atlanta Phonograph Co. Mr. Riley has already taken over the Victrolas and records, but will leave the hearing rooms, counters and other Unico equipment in place until after Christmas. He will at that time remove it and use it to handsomely refit his present store.

In order to keep in better touch with the buying public the Empire Music Co., which has maintained a Victrola department on the fourth floor of High's department store, has moved its records, booths, etc., to its quarters in the Peachtree Arcade, taking over large additional space as a display room for machines.

Turner & Co., Charlotte, N. C., recently received their initial shipment of Brunswick machines and records and are now successfully launched as Brunswick dealers. After the holidays Mr. Best, manager of the department, expects to find time to properly fit up his department in a manner fully in keeping with the high standard of Brunswick merchandise.

The Cable Piano Co., this city, is equipping its rearranged music department with Unico sheet music display counters.

M. E. Lyle has returned to Atlanta after a trip North, where he called at headquarters of some of the firms which he represents in the Southeast. He spent some time in Philadelphia with the Unit Construction Co., quite a few installations of whose equipment have gone into the South through Mr. Lyle's efforts.

C. S. Whipple, long a prominent talking machine dealer at Lakeland and Bartow, Fla., was accidentally shot to death by his son recently. Mr. Whipple, who had sold his business only a few days before the tragedy, planned a hunting trip with his boy and cleaned and prepared his gun for use the next day. During the night his son, excited over the coming hunt, walked in his sleep into his father's room, seized the gun and shot Mr. Whipple.



"We Serve the South"

FOR that "rush" order—for those profit-building, fast-selling Okeh numbers that you must have immediately—call on Polk Service. In this, your busiest season, our extra-large, complete stocks and smoothly running organization are at your immediate service.

May you have an exceptionally Merry Christmas and a Prosperously Happy New Year.

Okeh Records

The Records of Quality

Distributed by

Wholesale Phonograph Division

Inquiries from Dealers Solicited

JAMES K. POLK, Incorporated

Offices and Show Rooms:

294 Decatur Street

ATLANTA, GA.

Buy
Okeh
Needles

They
Keep
Record Sales
Alive!



The Name "EDISON"

FAMOUS the world over the name EDISON in the phonograph industry stands for tonal supremacy and merchandising prestige.

The EDISON Dealer has sales arguments at his disposal that are unlimited in scope and importance. Emphasize the supremacy of the EDISON consistently and aggressively—sales will multiply steadily.

We have a few towns in our zone open for the proper Edison dealer representation

PHONOGRAPHS, INC.

EDISON DISTRIBUTORS

41 Cone Street

Atlanta, Ga.

I'm go-na wear a frown un-til you see me Down in New-Or-Leans back o' town

Back O' Town Blues

You Can't go wrong
With any FEIST song

MADE IN THE USA

The following firms have recently become Brunswick dealers: R. C. Johnson, in Cohen's department store, Jacksonville, Fla.; Arnold-Edwards Piano Co., Jacksonville, Fla.; Morgan Furniture Co., Albany, Ala., and McBrayer Bros., Rome, Ga.

The appearance of Lasses' White Minstrels, exclusive Columbia artists, in Augusta, Ga., recently, was very warmly received and resulted in big sales of his records.

Manager Terhune, of the Atlanta branch of the Columbia Co., recently visited the New Orleans dealers with Salesman Bivins, and succeeded in lining up Grunewald & Co. with the new Columbia.

E. Sappington has purchased the Whipple Music Co., of Lakeland and Bartow, Fla. The Brunswick line is handled.

E. E. Mitchell, manager of the phonograph department of The Montgomery Fair, Montgomery, Ala., reports Brunswick business as first class. Recent out-of-town visitors to the Brunswick branch were F. L. Wood, dealer at Troy, Ala., and D. C. Dukes, of St. George, S. C.

SPECIAL VICTOR FOREIGN RECORDS

Interesting Special Release of German, Italian and Hebrew Numbers Announced

Somewhat of an innovation in Victor record releases was found in the announcement of a release of eight foreign specials to be placed on sale December 21 and including three German records, two Italian and three Jewish. Particularly interesting is the circular announcing the specials calling attention to the character of the selections and their popularity in this country. Something is also said regarding the recording organizations, including the Victor Schrammel Orchestra, which plays two Viennese waltzes; Harry Steier, the German tenor, who will appear shortly with the Chicago Opera Co., who sings popular songs from Berlin; Eugenio Gibelli, who sings two Italian numbers, and others of reputation.

TRILBY TONE ARM ON MARKET

New Tone Arm and Reproducer Now Ready—Has Several Interesting Features

The "Trilby" tone arm and reproducer has just been placed on the market by J. Prosh, of New York, N. Y. This product has several original features, including a patented slot construction of the reproducer and a self-adjusting stylus bar expansion to prevent loosening. It is being made in three sizes, nine, eight and one-half and seven and one-quarter inches, the last size being made for use on portables. The tone arm is of the throwback and Universal type and is finished in gold and nickel plated. The larger sizes will be designated as type "B" and the type for the portable will be known as type "A."

ANNOUNCES COMBINATION TONE ARM

New Tone Arm of William Phillips Phono Parts Corp. for Use With Talking Machine and Radio—First Deliveries in January

The popularity of radio has resulted in many efforts being made to make use of the sound chamber of the talking machine for radio amplification. A number of those well versed in acoustics are enthusiastic over the properties of the horn of the talking machine for this purpose. One of the newest devices to accomplish this purpose will shortly be placed on the market by the William Phillips Phono Parts Corp., New York City. It is an invention of Mr. Phillips, president of the company. This new invention consists of a Phillips' tone arm with two permanent inlets, one for the sound box when the talking machine is played and the other a radio loud-speaking attachment, permanently fixed. With this new tone arm it is no

longer necessary to remove the sound box before the tone arm may be used for the radio. Both the sound box and the radio loud speaker are permanently attached and either may be used without any adjustment whatsoever. Mr. Phillips has made arrangements with one of the largest radio companies for a sound amplifying unit to fit this tone arm and calls attention to the fact that the new tone arm with its loud-speaking attachment is not to be confused with the ordinary attachment. The tone arm will have all the qualities of Phillips' products and many claims are made for its reproducing properties.

Extensive merchandising plans are now under way. A thorough analysis of the field has proved a demand for a product of this character. It is Mr. Phillips' intention to sell this new phono-radio arm to both manufacturers and dealers. The combination arm will be made in all sizes to fit all standard makes of machines and it is hoped to make deliveries in January.

MOVED TO 31 UNION SQUARE

I MAKE YOUR PHONOGRAPHS INTO COMBINATION RADIO SETS

DO YOU KNOW THAT all phonographs are already fitted with LOUD SPEAKERS, and that when connected with RADIO receivers, they will give the best kind of reproduction.

YES, PHONOGRAPH HORNS HAVE MUSICAL QUALITIES which the average loud speakers sold in Radio shops lack; hence, if phonographs have Radio installed into them, an efficient combination results which is both cheaper and more effective than when Phonographs or Radio are separately operated.

ORDERS ARE NOW BEING BOOKED by me for supplying Radio outfits and installing them into Console Talking Machine Cabinets of the following makes:

Brunswick, Cheney, Edison, Kimberley, Pathé, Pooley, Sonora, Strand, Victor Victrola, Vocalion, etc.

I CAN SUPPLY YOU with Complete Radio Receivers made specially in Panel form, and ready to be fitted into phonographs.

You may buy them outright and fit them in yourself.

WRITE for circulars, quotations and particulars.

I Still Have
COLUMBIA GRAFONOLAS AND RECORDS
At Bargain Prices

LOUIS JAY GERSON


High Grade Radio and Phonograph Specialties

NOW AT 31 Union Square

Telephone Stuyvesant 1987

NEW YORK CITY

Cable Code, "Gersondale," New York



**The NEW
Columbia
is superior**

*Hearing
is believing*

The motor has long life built into it.
Never was a more durable motor built for a phonograph than the New Columbia Motor. It is faultless in its performance and will function for years noiselessly and precisely.

**COLUMBIA PHONOGRAPH COMPANY
New York**

LOS ANGELES

Trade-ins Discussed by Association—Wiley B. Allen Co. Stages Anniversary Sale—Radio Retailers Meet—Other Important News

LOS ANGELES, CAL., December 4.—Talking machine sales during the month of November were not as rushing as was anticipated, according to general reports from the different departments, and the sale of records has not shown the increase which was anticipated. However, the trade anticipates a general increase in trade activity now that the holiday season is here.

Association Discusses Trade-ins

A great deal of time was spent at the November general meeting of the Music Trades Association of Southern California, at which there was an attendance of over sixty, in the discussion of the talking machine trade-in problem. James J. Black, treasurer of the Wiley B. Allen Co., who was a visitor in Los Angeles and attended the meeting, declared that his company had decided to issue a bulletin instructing their salesmen in the San Francisco store and at each of the seven branch stores that no allowance would be made to customers for old phonographs in cases where the new phonograph which they intended buying was of \$150 or less, but if the instrument desired was of a value exceeding \$150 then a conservative allowance would be made. A motion was finally adopted requesting the president to appoint a committee which would compile a list of all obsolete models with their approximate second-hand value. The list is intended as a guide only.

Wiley B. Allen Jubilee Sale Attracts

W. C. Bell, manager of the talking machine department of the Wiley B. Allen Co., reports an increase of sales in his department due to the effect produced by advertising the fiftieth

anniversary of the company. Mr. Bell stated that although they were not in a position to offer Brunswicks or Victors at special prices or on extraordinary terms the number of customers had materially increased and larger sales had resulted.

Andrews Talking Machine Co. to Retire

The Andrews Talking Machine Co. expects to retire from the music business about January 1 and arrangements have been made so that all customers who have purchased goods from it will continue to receive the same efficient service as in the past. Irving R. Andrews will be missed very much by the trade, of which he has been an active member for a number of years, having opened the present business in 1910. His father, J. H. Andrews, who has also been a leading member of the firm since it was started, was formerly in Phoenix, Ariz., and was one of the first dealers in that section.

Music House Enlarges in Pasadena

The Hancock Music Co. recently enlarged its store on East Colorado street, Pasadena. Newton I. Hancock, head of the firm, opened the present store three and a half years ago and has by energy and hard work shown a remarkable progress, and now, through an additional reinforced concrete building at the back, has more than doubled the space of the former store to which extra rooms had already been added. Special Knabe Ampico and Brunswick phonograph demonstration and showrooms, beautifully decorated, have been installed, as well as a spacious concert and recital hall. A large crowd attended the opening on December 1 when visitors were entertained with musical

numbers by the Hancock Orchestra and others.

Jobber Features Odeon Records

The Okeh Smith Co., distributor of Okeh and Odeon records, has been meeting with considerable success with the sale of Odeon records to dealers who already handled the Okeh records. The complete recording of Schubert's Unfinished Symphony in B minor, which is contained in a special album and consists of three double-sided twelve-inch records, is a special favorite.

Stark-Dooley Music Co. Opens New Store

Stark-Dooley Music Co. has opened a new store at 245 South Western avenue, this city. The Columbia line is being featured in an intensive, aggressive manner.

Radio Dealers Have Large Meeting

A get-together meeting of the radio dealers took place at Oaks Tavern Café on November 26 at which 170 were present. There were a few music and phonograph dealers, who are interested in radio, also present. A number of interesting speeches were made, the principal subject for discussion being the association. J. C. Johnson, general manager of the National Radio Exposition Co., made an important announcement in regard to the Western Radio Show, which will be held at the Biltmore Hotel February 5 to 10. John Daggett, known throughout radioland as Uncle John, of the Times Radio, was also present and made an interesting speech about broadcasting.

Harold Jackson Visits San Diego

Harold Jackson, of Sherman, Clay & Co.'s Los Angeles Victor wholesale branch, spent a day or two in San Diego last month, returning via Riverside and other towns in the "Kite." He reports good business all along the line.

Barnes Advertises First Thanksgiving

The Barnes Music Co. had an attractive window display for Thanksgiving representing the origin of the feast day. Manager Emig, of the Brunswick department, who designed the display, went to considerable trouble and expense

The K & D Electric Phonograph Motor

FEATURES



Price Net \$15; in 100 lots \$12.

No Jobbers' or Dealers' Discounts.

Sample Motor or Booklet on Request

- I. A real automatic stop, containing in one unit a switch and protective lock.
- II. Uniform speed—Is run direct from motor to formica spindle gear. It has no belt to slip. No electrical control to need adjustment. Runs on either alternating or direct current.
- III. Price—No electric phonograph motor has been sold at as low a price. Our production and experience enable us to compete with the spring motor. A real guarantee is back of the K. & D. You should look into these three features.

DISTRIBUTORS

CLIFF ELECTRIC CORPORATION

59 Pearl Street, New York

Al Jolson's Sensational Hit in "BOMBO"

ARCADY

Fox-Trot Melody of rare beauty

You can't go wrong
with any FEIST song



© 1923
Leo. Feist, Inc.

in obtaining the background with its picture of the Pilgrims and the Indians.

Columbia Brieflets

Manager Aldridge, of the Windsor store, operated by R. L. Tamplin, has recently accepted the position of manager of the San Diego store of this concern. This is one of the most attractive of the chain of Columbia shops which Mr. Tamplin operates in the Los Angeles territory. Mr. Aldridge had entire charge of Columbia record making in Canada prior to his connection with Mr. Tamplin.

Columbia records with new labels have arrived at the Los Angeles branch and have been received with great enthusiasm by dealers.

Dolly Kay, popular Columbia artist, just completed a three weeks' engagement at the local Orpheum Theatres. She registered a decided hit, which was reflected in record sales.

INSTALLING NEW EQUIPMENT

Zimmerman-Bitter Co. Closes Several Important Contracts—Dealers Redecorate Showrooms for Christmas Activity

The final redecorating and installing of equipment in talking machine stores just prior to Christmas has been completed by the Zimmerman-Bitter Construction Co., New York City. A recent contract completed by the company was the redecorating of the show windows, adding musical instrument and sheet music departments and enlarging the booth equipment at the store of John Paradiso, of Passaic, N. J., and the installing of equipment in the Morris Music Shop, 130 Fordham road, New York, including new showrooms, hearing rooms and remodeling of the entire store. Additional equipment has also been added to the Kay Talking Machine Co. and the store of T. Arison, of New York City. The musical instrument department of Emanuel Blout's Fordham store has been enlarged by the Zimmerman-Bitter Co. and new showrooms for the Ampico piano have been installed by the Eclipse Talking Machine Co., Paterson, N. J.

PREDICTS PROSPERITY NEXT YEAR

S. B. Goldberg, Head of Majestic Music Shop, Broadcasts Optimistic Message

MINNEAPOLIS, MINN., December 8.—The talking machine business in 1924 will be up to the normal volume of three or four years ago, according to Stanley B. Goldberg, head of the Majestic Music Shop, 16 South Seventh street, this city. Mr. Goldberg also predicts that the console styles will be the leaders, and the retailer who is in a position to take in trade upright models will do a land-office business. The combination radio and talking machine will also be to the forefront in sales, says Mr. Goldberg, who is a keen student of business. This concern handles Columbia and Brunswick phonographs, the Outing portable and a large stock of records.

STRAND CO. BUYS STORE SITE

ALBANY, N. Y., December 8.—Albert Edelstein, proprietor of the Strand Music Co., of this city, has completed negotiations for the purchase of a valuable corner property at Quackenbush street and Broadway, where he plans to erect a modern structure some time next year. The site is one of the best business locations in the city and will be ideal for a music store.

DEATH OF ARTHUR BODANZKI

A cablegram received this week by Otto Heineman, president of the General Phonograph Corp., advised him of the death of Arthur Bodanzki, one of the managing partners of the Carl Lindstrom organization in Berlin, Germany. Mr. Bodanzki has been identified with the talking machine industry for many years and was one of the most popular members of the trade abroad.

CURTIS ART CO. EXPANDS

WATERBURY, CONN., December 10.—The Curtis Art Co., 25 Main street, this city, recently purchased the stock of the A. B. Clinton Co., Victor dealer. The Curtis Co. has a fine Victor department, consisting of a display room in the basement and a record department and five sound-proof booths decorated to record demonstrations on the first floor.

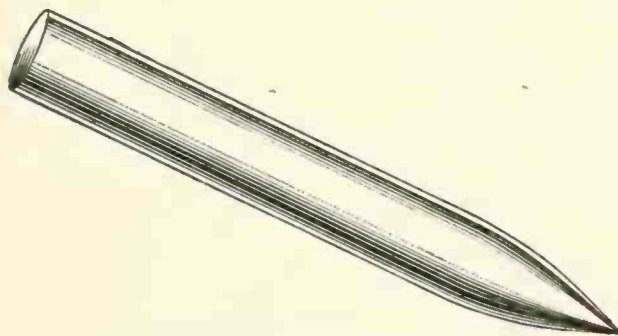
OTTO HEINEMAN SAILS FOR EUROPE

President of General Phonograph Corp. Will Visit London—To Confer With Lindstrom Executives—Returning Early in January

Otto Heineman, president and founder of the General Phonograph Corp., manufacturer of Okeh and Odeon records, will sail to-day (December 15) on the S.S. "Majestic" for a visit to London. According to Mr. Heineman's plans, he will meet the managing directors of the Lindstrom organization in that city, and will confer with them regarding important matters concerning 1924 activities. Mr. Heineman, who will be accompanied by Mrs. Heineman on this trip, expects to spend only a week or two abroad, returning to New York the early part of January.

MME. FARRAR TO SING IN DANBURY

DANBURY, CONN., December 10.—Geraldine Farrar, famous Victor artist, will soon appear in concert at the Empress Theatre here through the efforts of White's Music Shop, one of the liveliest dealers in this neighborhood. Mrs. White, who manages and operates the store herself, has built up a profitable business through the application of intelligent merchandising methods to the music business, and the bringing of Geraldine Farrar here is an example of her progressive policy.



"NEEDLE POINTS" No. 3

The rendition of a selection may be ruined by an inferior needle. If you are really sincere about your business—if you want to render the best of service to your customers, you will recommend Okeh Needles exclusively. Not because we say so, but because they are actually the best and because they cost no more.

General Phonograph Corporation
OTTO HEINEMAN, President
25 West 45th Street New York

Okeh
QUALITY
NEEDLES



RAY HOME FROM THE PACIFIC COAST

General Manager of Vocalion Record Department of Aeolian Co. Enthuses Over Conditions

Oscar W. Ray, General Manager of the wholesale Vocalion record department of the Aeolian Co., returned early this week from an extended business trip covering a large part of the country and during which he spent considerable time on the Pacific Coast. Mr. Ray reported that Vocalion record distributors he called on were enjoying a steadily increasing volume of business and were prepared to handle even a greater volume next year.

HENRY MIELKE ENTERS RADIO FIELD

Henry Mielke, for many years in the talking machine business in New York City, and Charles Eberhart, one of the leading radio dealers in Astoria, L. I., have formed the Mielke-Eberhart Radio Stores, Inc. The company is going to open a chain of radio stores, two of which have already been opened. One store is located in Astoria and the second is at 1263 Lexington avenue, New York. The firm will specialize in sets with indoor antennae.

FATHER OF R. L. FREEMAN DIES

Ralph L. Freeman, director of distribution of the Victor Talking Machine Co., has the sympathy of the members of the trade on the death of his father, who passed away at the family homestead in Nova Scotia at the age of 91. Mr. Freeman, Sr., had been in precarious health for many months.

RECEIVER FOR FLETCHER RECORD CO.

Louis Bick was appointed by Judge Campbell on December 10 receiver for the Fletcher Record Co., located at Creek and Meadow streets, Queens, L. I.

R. J. HARKINS APPOINTED MANAGER

Takes Charge of Record Department of Eastern Division of Brunswick Co. in New York City

R. J. Harkins, formerly connected with the New York Talking Machine Co., and more recently associated with the Brunswick factory in Long Island, has been appointed manager of the record department of the Brunswick Eastern division in New York and will be in charge of record stocks, sales plans and promotion work. Mr. Harkins succeeds H. J. Leopold, who is now in Chicago as a member of the advertising department at the executive headquarters. Before leaving for Chicago Mr. Leopold was the guest of honor at a dinner given by his associates in New York, and was presented with a gold fountain pen as a mark of their esteem and friendship.

SHANNON FOUR IN THE AIR

As part of the policy of the Columbia Phonograph Co. to have semi-weekly radio broadcasts of its artists through Station WEAJ, the owners of radio receiving sets were delighted to hear the Shannon Four through the air on Tuesday evening, December 11. Judging from the reports reaching the Columbia Co., the singing of these artists, as they record for the Columbia records, aroused a great deal of enthusiasm.

LESLEY BUYS HARMONY SHOP

SAN DIEGO, CAL., December 7.—The entire interest in the Harmony Shop, 3902 University avenue, has recently been purchased by Harry Lesley and wife. The store will add a stock of pianos, sheet music and small goods and will continue the line of phonographs handled in the past. The Lesleys will continue the operation of the Harmonial Conservatory of Music in connection with the business.

JUNIUS HART OPENS NEW STORE

Well-known New Orleans Music House Occupies New Four-story Building

NEW ORLEANS, LA., December 8.—The new quarters of the Junius Hart Piano Co. at 123 Carondelet street have just been formally opened, and will afford the company spacious and up-to-date showrooms befitting their reputation and prestige. The Hart concern, although a Louisiana corporation, is the Southern representative of W. W. Kimball & Co., of Chicago, and the Kimball piano is handled exclusively. The house dates back to 1872, when it was first established at Canal and Burgundy. From there the firm moved to other points in the Canal street zone, being compelled to seek more commodious quarters for its business.

A considerable part of the front of the new store is devoted to large display windows capable of giving a comprehensive idea of the store's contents. Flanking the entrance passage are the departments subleased to the Conn New Orleans Co., regional agents for Conn band instruments, and the sheet music shop of Frank & McNamara, who gained their experience with Leo Feist, Inc., in New York. The sound-proof booths for phonograph records and player rolls are equipped with an apparatus for private demonstration, and are supplied with purified air by a special ventilation device.

The store in its completed form is one of the finest in the South.

BIG DEMAND FOR HOLIDAY RECORDS

Bristol & Barber, Inc., wholesale distributors of talking machines, records and accessories, report that the pre-holiday season has been a big one for records. The Christmas appeal of Vulcan records has made them very popular throughout the trade, and Okeh records, of which they are also distributors, are selling very big.

Splash! - Three Hits - All Over Our Blotter!

"RED HOT!"
A HOT FOX-TROT

"HOOT MON"
A SCOTCH FOX-TROT

Oh, You Little
**"Sun-Uv-
Er-Gun"**
A snappy
Fox-trot Song

"You can't go wrong with any FEIST song"

© LEO FEIST INC.

REPAIRS

TALKING MACHINE TROUBLES AND HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

WANTS A VICTOR AUXETOPHONE
Monticello, N. Y., November 23, 1923.

Andrew H. Dodlin,
The Talking Machine World, New York:
Can you give me price of Victor Auxetophone and of Columbia tone arm to fit and Columbia No. 6 sound box discussed in the November issue of The Talking Machine World?

(Signed) David Ross.

Answer: As to your inquiry for price on Victor Auxetophone. This was a machine made for purposes where a machine of great volume was wanted. It is operated by means of an electric motor and compressed air pump, the air being forced through the valves of the sound box. The volume of tone is increased or diminished by the air pressure control, the more air the more volume, etc. This machine retailed at \$500, but I understand that it has been dropped from the Victor catalog but can be obtained on special order. There is also a possibility that one could be picked up second-hand at a lower price. The Columbia tone arm and No. 6 sound box are listed at \$15.

Book on Talking Machine Repairs
New Bedford, Mass., November 26, 1923.

A. H. Dodin,
The Talking Machine World, New York:
I would like to know from you where I could get a complete repairing instruction book for talking machines in general featuring how to repair all kinds of sound boxes, motors, tone arms, etc. I know there is a book of the kind existing, but I do not know how to get it. I have read some of your articles in The Talking Machine World and I have found they were very instructive.

(Signed) J. H. Brodeur.

Answer: I do not know of any book on repairing talking machines that is published at the present time. You say that you know of one, but I am quite sure that there is nothing printed at present, as I have made an exhaustive search for a book of this nature. There is a possibility that at some future time I will publish a book on repairing and I will be pleased to inform you when same is ready.

BIG "TALKER" HARDWARE DEMAND

Orders for Hardware Received by H. A. Guden & Co. Show Manufacturing Activity

The Fall has been an extremely active one among manufacturers of cabinets and complete talking machines, if the sales of cabinet hardware may be taken as an indication. H. A. Guden & Co., New York, manufacturers of hardware for talking machines, have closed a very satisfactory Fall business, according to H. A. Guden, president of the company. There has been an unusually steady demand for hardware to be used in portable phonographs. The company is continually receiving inquiries and orders to supply hardware not only for the regulation talking machine cabinets but also for various novelties. Not long ago Mr. Guden was asked to estimate on a quantity of hardware for talking machines the size of an ordinary camera.

"TREASURE CHEST" A POPULAR GIFT

The approach of the Christmas holidays has had a decidedly stimulating effect upon the sale of the "Treasure Chest" produced by C. Bruno & Son, Inc., Victor wholesalers, New York. This record set is distributed by Victor dealers in all sections of the country so it is now enjoying nation-wide sale. A number of dealers using the window display have found that it has paid to feature this set in this manner. Its particular Christmas gift appeal is recognized and sales are reported to be increasing steadily.

MICA DIAPHRAGMS

Absolutely Guaranteed Perfect
We get the best India Mica directly.
We supply the largest Phonograph Manufacturers.
Ask for our quotations and samples before placing your order.

American Mica Works
47 West St. New York

INDIVIDUAL BOXES FOR SPRINGS

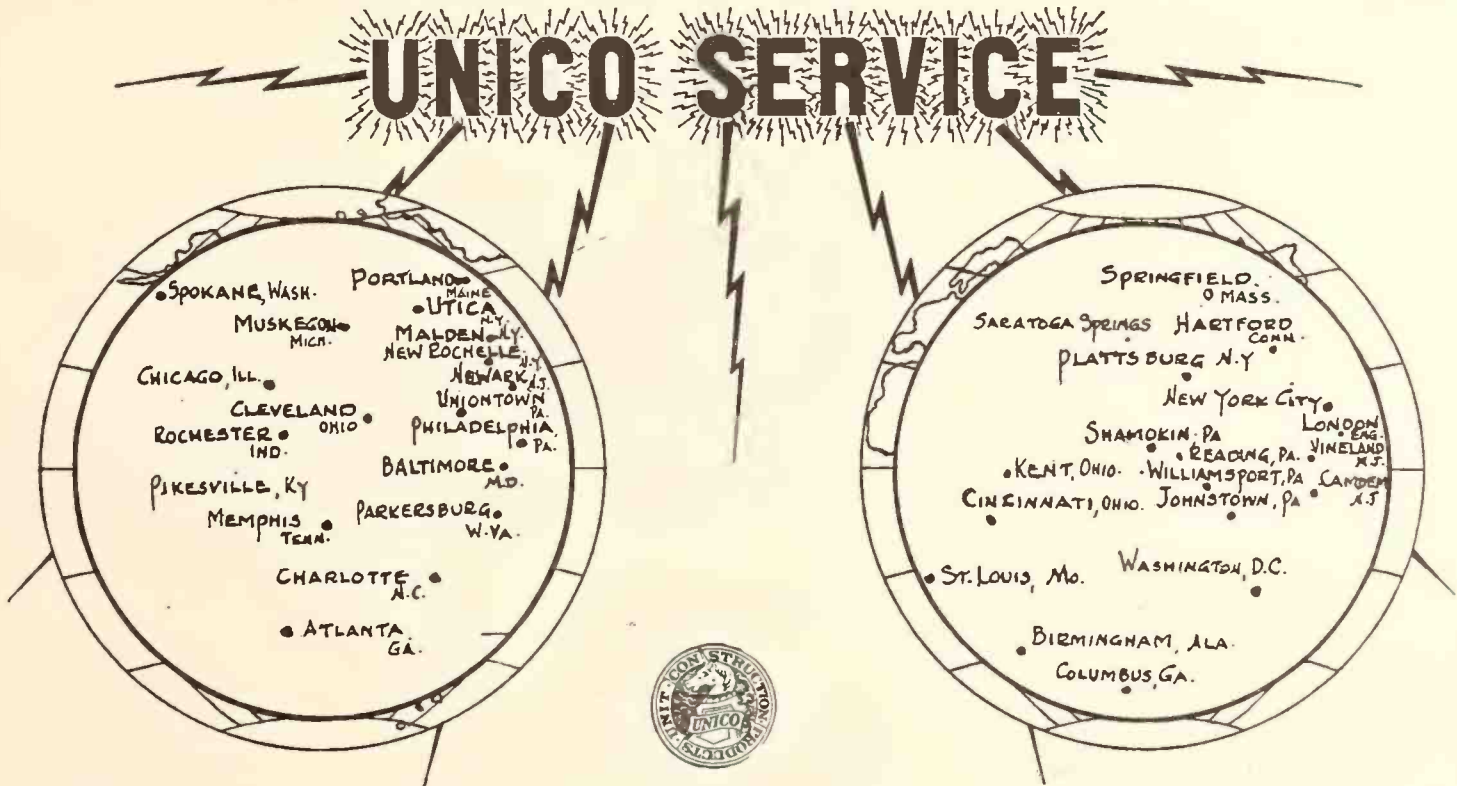
Favorite Mfg. Co. Shipping Steel Springs in Special Containers—Many Advantages in This Method of Packing

The Favorite Mfg. Co., 105 East Twelfth street, New York City, manufacturer and distributor of talking machine supplies and accessories, which makes a special feature of steel springs, is now shipping this latter product to the trade in individual boxes. The purpose of this new method of packing the springs in boxes, which carry the size, dimensions, etc., on the front, is to make each spring available without loss of time. Another important point of this method of packing is to allow the retailer or repair man to at all times see the amount of goods he has on hand. It also keeps the springs clean and free from dust and avoids harm from inclement weather or changes of temperature. The state in which dealers receive their springs is much more satisfactory than formerly.

SPHINX MOTORS IN BANKRUPTCY

Sphinx Gramophone Motors, Inc., of 21 East Fortieth street, New York City, filed a petition in bankruptcy on December 10, with liabilities of \$28,530 and assets of \$2,176, the main item being accounts for \$1,650.

November Broadcasting By Station U-C-C



AUDITION ROOMS
RECORD RACKS
RECORD COUNTERS

Service Broadcasting Over a 3000-Mile Radius

RADIO ROOMS
RADIO EQUIPMENT
RADIO CABINETS

Unico installations made in above cities during November insure these dealers peak holiday business. January, February, March are the most active record selling months of the year.

Many enterprising dealers have already ordered their Unico equipment for January installation. Are you properly equipped to secure your full share of this post holiday business?

ATLANTA, GA.
25 Moore Bldg.
NEW ORLEANS, LA.
506 Marine Bank Bldg.
LONDON, ENG.
Southampton Row

Unit Construction Company

Kern Dodge, Receiver
58th Street and Grays Avenue, Philadelphia, Pa.

DALLAS, TEXAS
209 Dallas Co. Bank Bldg.
DENVER, COL.
1642 Arapahoe St.
JOHANNESBURG, SO. AFRICA
Box 3639, Johannesburg

Along The Rainbow Trail

A Beautiful Fox-trot Melody

You can't go wrong
with any FEIST song



I see a quaint old-fashioned gar - den, — A rus-tic gate where ro-ses twine, —

© 1923
Leo. Feist, Inc.

MADE IN THE USA

SAN FRANCISCO

*Talking Machine Exhibits at California Industries Exposition
Attract Attention—Temperature Drop Revives Trade—The News*

SAN FRANCISCO, December 4.—The California Industries Exposition, an annual event which seems to be widening its scope each year, attracted large crowds to the Civic Auditorium for the two weeks from November 17 to December 2, and proved of considerable interest to the talking machine trade as well as various other lines of business. Among the exhibits was a comprehensive display of Victor products by Sherman, Clay & Co., the Western distributor, which had two large booths occupying prominent floor space. One booth was given over to talking machines and small goods and the other to pianos and players. Special demonstrations and musical programs were arranged for each afternoon and evening of the exhibition and the interest shown by the throngs of visitors was very gratifying to the staff in charge of the Sherman, Clay & Co. booths.

Kohler & Chase exhibited Brunswick phonographs in conjunction with some of their other lines. E. Friedman, who had charge of the phonograph section, reported very good results

from the large attendance at the exposition, which he feels will swell holiday business very noticeably.

The California Phonograph Corp., Victor dealer, also maintained a large exhibit throughout the two weeks' show, which resulted in a long list of new prospects for holiday sales.

Colder Weather Brightens Outlook

Andrew G. McCarthy, treasurer of Sherman, Clay & Co., who gives special attention to the Victor business, has no complaints to make about present conditions. While November retail sales were hardly up to expectations, he attributed the lack of interest on the part of the buying public largely to the prolonged fair weather throughout the month having a tendency to delay holiday purchases very generally. As a consequence he looks for December to be an especially heavy Victor month.

Sherman, Clay Branch Moves

Sherman, Clay & Co. have taken the store at 408 Virginia street, Vallejo, Cal., adjoining the old quarters at 406 Virginia street, which doubles the size of the branch store at that place.

Under the new arrangement the old space is given over to Victor goods, sheet music, etc., and the new addition has been fitted up as salesrooms for pianos and players.

Opens New San Diego Store

James J. Black, treasurer of the Wiley B. Allen Co., who gives special attention to the phonograph interests, accompanied Frank Anrys, general manager of the company, to San Diego, Cal., to attend the formal opening of the new quarters in that city. The new store provides greatly increased facilities for the Victor department, as well as other departments of the business, and Messrs. Black and Anrys were very enthusiastic, upon their return to headquarters here, over the prospects for a good holiday business in the South.

Oakland Victor Plant to Be Larger

So much interest has been shown in the establishing of a Victor record factory in the San Francisco Bay section that the company has greatly extended its original plans so the capacity of the plant now nearing completion in Oakland will be about double what was first planned, according to Robert M. Bird, manager of the wholesale Victor department of Sherman, Clay & Co. It is expected the new factory will be ready to begin operations around the first of the year.

Aeolian Record Manager a Visitor

After a visit to the Munson-Rayner Co., distributor of Aeolian records, Oscar Ray, general manager of the record division of the Aeolian Co., proceeded to Los Angeles and other Southern points en route to New York.

Satisfactory Edison Demand

Edison Phonographs, Ltd., Edison distributor for this territory, with branches in Portland, Ore., and Los Angeles, in addition to the local headquarters, is making every effort to keep the many dealers which it serves on the Coast supplied with instruments for holiday business, which promises to be eminently satisfactory. Records are also in good demand, and the prosperous state of Edison business in this territory, as well as general indications, point to an even better business in 1924.

Forrest Brackett, traveler for the Munson-Rayner Co., returned recently from his regular trip through Oregon and Washington and reported conditions favorable in those States.

New Stores Opened

A new store, known as the Novelty Shop, was formally opened for business at Twenty-third avenue and Geary street by F. C. Dittmar. In conjunction with art objects and other home decorations he has put in a stock of Victor and Brunswick machines and records. Mr. Dittmar is an interior decorator and he is convinced that the talking machine rightly fits into the setting of the "home beautiful."

The Oroville Music Co. has opened for business at 511 Montgomery street, Oroville, Cal., under the management of C. A. Moore from Marysville, where the same interests operate the Marysville Music Co. Among the lines

Another successful
year has passed—



What Plans Are You Making for 1924?

Do they include the New Edison?

There is still room for progressive
business men on the Pacific Coast.
Others have succeeded, so can you.

We Serve the Entire Pacific Coast

Edison Phonographs, Ltd.

Portland

San Francisco

Los Angeles

**IMICO INDIA RUBY
MICA
DIAPHRAGMS**

ALL SIZES—IMMEDIATE DELIVERY
Samples and quotations on request

INTERNATIONAL MICA CO.

Phone Baring 535 PHILADELPHIA Cable Filasac

handled are Brunswick phonographs and records, musical instruments, etc.

Here and There in the Trade

Walter S. Gray, jobber of Brilliantone needles in this territory, received a visit during the past month from B. R. Foster, president of the Brilliantone Needle Corp. After calling on the trade, playing a little golf, etc., in the Bay section Mr. Gray drove down to Los Angeles with Mr. Foster, which proved a very enjoyable auto trip for this time of the year.

Chas. H. Myers, formerly manager of the phonograph department of the Hauschildt Music Co., is now in charge of that department of the Kohler & Chase branch store in Sacramento, Cal., where Brunswick machines and records are handled.

The Berkeley Music House in the College City across the Bay, which has carried Victor products, has now added the Sonora line.

MOVES OFFICE TO SAGINAW

H. W. Gerard, Manager, Sonora Purchasing Department, Will Make Headquarters at Saginaw—Will Assume Increased Duties

Henry W. Gerard, manager of the purchasing department of the Sonora Phonograph Co., will, beginning January 1, maintain headquarters at the company's factories in Saginaw, Mich., instead of New York, N. Y. Coincident with the removal of his office to Saginaw Mr. Gerard will assume increased duties and responsibilities, for he will not only be in charge of purchasing, but will also be manager of the traffic department. Mr. Gerard is ideally equipped for this important work, as he has been identified with the Sonora organization for many years and is thoroughly familiar with every detail incidental to purchasing in all its branches.

VIOLA ELLIS NEW GENNETT ARTIST

Well-known Dramatic Contralto Has Signed Contract to Sing Exclusively for Gennett Records—Early Release of First Records

Miss Viola Ellis, dramatic contralto, is the latest artist to be added by the Starr Piano Co. to make Gennett records, and several of her records are scheduled for early release. Miss Ellis first attracted widespread attention when she participated in the Saint Saens Memorial Concert in 1922. Her grand opera debut was made at the Hollywood Bowl, Hollywood, Cal., as Amneris in "Aida." The addition of this artist is in line with the policy of the Starr Piano Co. to secure the best possible talent for making Gennett records.

TOM GRIFFITH HEADS ASSOCIATION

Popular Sales Manager of Udell Works Elected President of Indianapolis Furniture Manufacturers' Association—Already at Work

The many friends of Tom H. Griffith, the well-known and popular sales manager of the Udell Works, manufacturers of talking machine record and music roll cabinets, with headquarters in Indianapolis, Ind., will be glad to learn that he was recently elected president of the Indianapolis Furniture Manufacturers' Association, which has a membership composed of the leading furniture manufacturers of that territory. Mr. Griffith, with his usual aggressiveness, has already started his activities in the Association by establishing a carloading department, making Indianapolis the center of shipping of less-than-carload lots, instead of Chicago, thus effecting a saving in time.

MME. FRIEDA HEMPEL IN RECITAL

Mme. Frieda Hempel, the famous soprano and Edison artist, attracted an enormous audience to her opening concert for this season at Carnegie Hall on November 27. She was in splendid voice and interpreted a program of exceeding interest, with, needless to say, numerous encores of many well-known favorites. She was accompanied by Conraad V. Bos in his usual capable manner, who was also heard in special numbers which demonstrated afresh his ability as a pianist. Mme. Hempel has a busy concert season before her and it is cheering to her friends to know that she will be heard soon again in New York in a Jenny Lind concert.

Christmas Sales of Needles Help Swell Profits

Hundreds of people are searching right now for small, inexpensive gifts to present to acquaintances and friends. What gift to a phonograph owner could be more suitable or inexpensive than a few packages of



Semi-Permanent Needles

Here's a splendid opportunity to work up a nice volume of needle sales at a good profit. Sell a package along with each record purchase. It all helps to swell profits. Write us today for prices. We can make immediate shipment.

Sonora Phonograph Company, Inc.

279 Broadway New York
Canadian Distributors:
Sonora Phonograph, Ltd., Toronto



THE SHELTON Electric Motor

The "Simplicity" electrifies Victor, Edison and Columbia phonographs by simply taking off winding handle and placing motor against turntable. Automatic switch in motor operated when the turntable is started or stopped. Operating on AC or DC current of 110 volts. Specify type of current when ordering.

SHELTON ELECTRIC CO., 16 East 42nd Street, New York

"Sonora Wonderful Merchandising Proposition"

"I have found Sonora superior to all others. I have never consumed over ten minutes in selling a Sonora. The customer is usually so pleased with the first record he hears that he does not hesitate to buy. The Sonora is a wonderful merchandising proposition—quick turnover with good returns."

This letter from a Sonora dealer is typical of hundreds we have received telling of remarkable success. Let us send you more information about the Sonora proposition. Just drop us a line. You will agree that Sonora is, indeed, the ideal line to handle.

Sonora Phonograph Company, Inc.

279 Broadway New York
Canadian Distributors:
Sonora Phonograph, Ltd., Toronto



NEW IMPROVED Fulton "AUTOMATIC" Portable Model No. 25

Sample to Dealers \$12.50 Discount in Quantities
CASH WITH ORDER

This remarkable new portable is equipped with a durable motor, and a new feature patented throw-in-arm. No parts to disconnect when closing up. Simply close the lid, and the tone arm falls in automatically with it; open the lid and the tone arm comes up in position ready to play.

Phonograph and Accessories, Repair Parts for All Makes. Puritone and Truetone Needles at 25c per M in lots of 10 M and up.

Fulton Talking Mach. Co. 253 Third Ave. New York City

Size 13x13x7 1/2"
Wonderful—Loud—Clear—Tone
Mahogany finish or Leather-
old covering. Weight, 13 lbs.

HAPPENINGS IN THE DOMINION OF CANADA

BIG HOLIDAY BUSINESS EXPECTED BY MONTREAL TRADE

Record Price War Causes Short-lived Business Depression—Retailers Executing Business Drives With Considerable Success—Makes Special Records for Charity Drive for Funds—Month's News

MONTREAL, CAN., December 7.—Dealers are looking forward to a good holiday trade this season, particularly in records and the better known makes of talking machines. A record price war has been in evidence the past month, a certain make selling three ten-inch records for a dollar, one dealer selling alone 22,000 of these by mail. Then followed another cut, four for a dollar, and then to cap the climax, one retailer who was discontinuing the line came out with an announcement that he would sell five for a dollar, which included all the latest releases up to a certain time. His stock was quickly cleaned out. All this naturally had a dampening effect on the sale of other records, but this was short lived and business in all lines is enjoying splendid sales volume at regular prices.

C. W. Lindsay, Ltd., recently inserted an advertisement in the local dailies in which it offered a full-size cabinet phonograph with forty double-sided records (eighty selections) at a price of \$125, with terms of \$10 cash and \$6 monthly. Within twenty-four hours of the appearance of the announcement their complete stock was sold out. A duplicate offer was made within a few days which met with the same ready response as the first offer.

Fifty-five cents and one old broken record

(excepting Columbia or Edison) was the inducement of the Compo Co., Ltd., to the public to purchase any new Apex ten-inch double-sided phonograph records between November 15 and November 30. Apex dealers thus allowed 10 cents to every customer on each old record returned provided an equal number of new Apex records were purchased.

A handsome electric sign announces that Brunswick phonographs and records are now available at the warerooms of Wm. Lee, Ltd.

Layton Bros., Ltd., annual Christmas Club, limited to 200 members with a membership fee of \$1, is now in full swing. To have their Christmas trade partially spread over November greatly relieved congestion.

In a campaign to raise funds for charitable purposes recently conducted in Montreal the Berliner Gramophone Co., Ltd., was called upon to make quite a large number of special records. Sir Mortimer Davis, of Montreal, visited the recording laboratory, where he recorded a special appeal for funds. These records were delivered to the homes of prospective subscribers.

Music merchants of St. John, N. B., have asked their City Council to impose a license fee of \$500 on all non-resident sellers of pianos and phonographs.

sign "5 cents a bag." Beyond this was a heap of Banana skins. The window attracted a lot of publicity for the records.

J. J. H. McLean, Ltd., had the honor of supplying Lord Renfrew with a piano and a console phonograph in his Regal Suite during his stay at the Royal Alexandra Hotel. His Royal Highness is exceedingly fond of music and before leaving Winnipeg purchased from the McLean Co. a portable Victrola for use on his home-ward trip.

For the purpose of preventing fraud as much as possible, for discovering cases of fraud and for prosecuting them when found, an organization has just been established in Winnipeg, called the Winnipeg Investigation Committee. It is proposed to incorporate this body and application has already been made for a charter.

CHRISTMAS RUSH ON IN SALT LAKE

Predictions of Big Holiday Trade Coming True—Brunswick Dealers Meet—Store Improvements and Other Trade News of the Month

SALT LAKE CITY, UTAH, December 6.—Business is good here at this writing and everyone predicts a wonderful Christmas trade this year. Money will be more plentiful here than it has been at Christmastime for some years and there seems every reason to believe that the talking machine people are going to get at least their share of it.

The first annual gathering of the dealers of the local branch of the Brunswick Co. was held at the Hotel Utah during the present week and was a big success. A full report of the affair will be found on another page of this issue.

The Williams Music Co., of Washington avenue, Ogden, has installed talking machine booths. The business is now under the management of Fred D. and Jos. H. Williams, sons of Ezra H. G. Williams, founder of the business, who plans to retire.

Dick Thompson, advertising manager of the Daynes-Beebe Music Co., has gone to the company's branch at Hollywood, Cal., for a visit.

The Auerbach Co.'s phonograph department is in its new home in the old Keith-O'Brien Building at the southwest corner of State and East Broadway.

Stone & Co., West Second South street, have taken over the distribution of the Starr Piano Co.'s products in this territory, which include Starr phonographs and Gennett records.

R. F. Perry, traveling representative of the Brunswick Co., has gone to Idaho and will be away for about three weeks.

G. C. Spratt and R. F. Perry, of the Brunswick Co., appeared at a sales meeting of the Magna Furniture Co. and the Midvale Furniture Co. recently. All of the salespeople of the two concerns were present. G. C. Spratt, R. F. Perry and Harry Grass were the speakers.

Carl J. Anderson is again with the Lindley Heindselman Music Co., Brunswick dealer.

The new Columbia models are in big demand here, according to officers of the Columbia Stores Co. on West Temple street. There is also considerable interest in the New Process record. The distributors cannot supply the demand for the demonstration record.

Fred A. Bain, of the John Elliot Clark Co., local Victor distributor, has gone to the Butte, Mont., branch of the company on a visit. The meeting of Victor dealers, which was to have been held here by this time, has had to be postponed for a few weeks, owing to the inability of a representative of the company, who was going to give some demonstrations, to be present.

COLUMBIA TORONTO OFFICES REMOVED TO THE FACTORY

Move Made in Accordance With New Policy of Consolidating Manufacturing, Administration and Sales Service—News and Activities of the Trade During the Month

TORONTO, ONT., December 7.—In accordance with the policy of consolidating the manufacturing, selling, service and administration of the Columbia Phonograph Co., the Canadian executive offices have been removed from Adelaide street, West, to the factory at 1244 Dufferin street, this city. Mr. McMurty and his staff are now settled in large airy, bright commodious offices on the second floor. The removal will permit of a closer supervision of Columbia's production of records and of their record service.

An unusual stunt was recently put over by Whitcher & Co., Ottawa, with the help of a Magnavox and phonograph combination. An amplifying horn was erected back of a large billboard, on which appeared a thirty-six-sheet poster for the film "If Winter Comes." This

poster had been placed upside down on the space. Wires ran from the horn to the Whitcher store across the street and the phonograph record of "If Winter Comes" was repeatedly played. At intervals an announcer gave statements regarding various details of the picture. It was announced as "The Talking Poster," the horn having been concealed behind a cloth-covered section of the billboard.

H. S. Berliner, president of the Compo Co., Ltd., whose factory is located at Lachine, Que., where Apex records are pressed, visited his Ontario distributing house, the Sun Record Co., here, during the past month. The irrepressible "Billy Jones, himself," the popular New York tenor whose name is known in Canada via the Apex record, was another Toronto visitor here the past month.

H. McLean Co., has been appointed manager of the Victrola department, succeeding Mr. Farquharson. By a unique window display idea. Mr. Peterson made a record sale for two records, "Yes We Have No Bananas" and "We Have Peanuts 5 Cents a Bag." His idea was to have a big sack of peanuts running over in the window, with small bags alongside it with a

TRADE ACTIVITIES IN WINNIPEG

New Manager for J. J. H. McLean Co.—Clever Window Excites Interest—Organization Formed to Prevent and Investigate Fraud

WINNIPEG, MAN., December 6.—Mr. Peterson, for four years on the selling staff of the J. J.

Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY NONE LOWER IN PRICE

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Rates for all other classes of advertising on application.

POSITION WANTED—District or branch manager on Pacific Coast. Am at present employed by one of the largest manufacturing institutions in this country as branch manager in a Middle Western city, but desire to move to the Pacific Coast the first of the year. Have been in the phonograph business nineteen years and am thoroughly familiar with every angle of the business. Address "Box 1353," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

PRESSMEN WANTED—Operators for Watson-Stillman hydraulic automatic presses. Capacity 500 records per day each press. Will pay 2 cents per record or salary commensurate with ability. Come ready to work at once. Harris Record Co., 6725 Santa Monica Boulevard, Hollywood, Cal.

WANTED SALESMEN—Phonograph salesmen who are traveling in different parts of the country will find it to their advantage to carry my quick-selling sideline, which you can sell to the same people you are calling upon. Good commissions and monthly settlements. Apply to "Box 1349," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

WANTED—A number of live-wire, thoroughly experienced talking machine salesmen. Will pay \$60 a week and commission, which will approximate \$100 a week earnings to the right applicant. Call to see Saul Birns, 111 Second Ave., New York, N. Y., any morning between 10 and 12 o'clock.

HOMOKORD RECORDS

German importations, songs and instrumental numbers. Well assorted.
Each 23c; in lots of 100, 21c
FAVORITE MFG. CO.,
105 East 12th St., New York City

COLUMBIA RECORDS

Series E—Well-assorted foreign numbers. Polish, Italian and other languages at
23c each; in lots of 100, 21c
FAVORITE MFG. CO.,
105 East 12th St., New York City

FOR SALE

1,500 copies Carl Fischer Superior Edition of piano music, including wrappers and folios for filing. A bargain.
THE MERCHANT MUSIC CO., Inc.
Orangeburg, S. C.

WILL PAY CASH

For any job lot of phonograph cabinets, panels, motors, tonearms and records in any quantity. S. L. Zax, 2414 West Cullerton St., Chicago, Ill.

SINGLE SPRING MOTORS

300 single spring motors, together with tone arms and sound boxes; can be used for portable or small table machines. \$3.50 per set, in lots of 12 sets and up. Fulton Talking Machine Co., 253 Third Ave., New York, N. Y.

CARVED LEGS

Eight designs in gum, oak and mahogany. Prices reduced. Send for circular. Klise Mfg. Co., Grand Rapids, Mich.

SPRINGS

VICTOR	
1 1/4"x.022x17', bent each end.....	No. 6543 \$.57
1 1/4"x.022x18' 6" marine ends.....	No. 3014 .55
1 1/4"x.022x17' marine ends.....	No. 3014 .55
1 1/4"x.022x17' bent arbor.....	No. 5362 .57
1 1/4"x.022x13' bent arbor.....	No. 5423 .50
1 1/4"x.022x9' bent arbor.....	No. 5427 .42
1 1/4"x.022x9', bent each end.....	No. 6546 .42
1"x.020x13' 6" marine ends.....	No. 2141 .32
1"x.020x15' marine ends.....	No. 3335 .35
1"x.020x15' bent arbor.....	No. 5394 .38
1"x.020x15', bent at each end.....	No. 6546 .43
3/8"x.020x9' marine ends.....	No. 988 .29
COLUMBIA	
1"x.028x10' Universal.....	No. 2951 .33
1"x.028x11' Universal.....	No. 2951 .35
1"x.030x11' hook ends.....	No. 1219 .45
1"x11' for motor No. 1.....	No. 1219 .35
HEINEMAN	
1"x.025x12' motors, Nos. 33 & 77.....	No. 33 .33
1 3/16"x.026x19', also Pathé.....	No. 75 .75
1 3/16"x.026x17'.....	No. 4 .59
MEISSELBACH	
3/8"x10' motors, Nos. 9 & 10.....	No. 29 .29
1"x9' motors, Nos. 11 & 12.....	No. 29 .29
1"x16' motors, Nos. 16, 17 & 19.....	No. 49 .49
2"x.022x16', rectangular hole, 18k10.....	No. 120 1.20
SAAL-SILVERTONE	
1"x.027x10', rectangular hole.....	No. 144 .42
1"x.027x13', rectangular hole.....	No. 145 .48
1"x.027x16', rectangular hole.....	No. 146 .58
BRUNSWICK	
1"x.025x12', rectangular hole, regular.....	No. 201 .45
1"x.025x18', rectangular hole, regular.....	No. 401 .60
KRASBERG	
1"x12' motor 2A, pear-shape and rect. holes.....	No. 45 .45
1"x16' Motor 3 & 4, on outer end.....	No. 55 .55
EDISON DISC	
1 1/2"x.028x25' regular size disc motors.....	No. 125 1.25
1"x.032x11', Standard.....	No. 55 .55
1 5/16", Home.....	No. 70 .70
1 5/16"x18' type A 150, old style disc.....	No. 128 1.28
1" Amberola 30-50-75.....	No. 56 .56
1 1/16", B 80.....	No. 115 1.15
SUNDRIES	
1"x.025x16' rectangular hole.....	No. 50 .50
1"x.025x16', pear-shaped hole.....	No. 50 .50
3/8"x.023x10', marine ends, Hein. Col., etc.....	No. 29 .29
3/8"x.025x10', marine ends, Hein. Col., etc.....	No. 27 .27
3/8"x.020x9', marine ends.....	No. 21 .21
1/2"x.020x9', marine ends.....	No. 18 .18
Victor Gov. springs, No. 1729.....	per 100 .95
Victor Gov. sprg. screws, No. 3304.....	per 100 .92
Victor Gov. balls, n/style, No. 3302.....	each .07
Victor Gov. spring screw washer.....	per 100 .72
Columbia Gov. springs, No. 3510.....	per 100 .95
Colum. Gov. sprg. screws, No. 439.....	per 100 .92
Columbia Gov. sprg. screw washers.....	per 100 .72
Columbia Gov. ball, lead, flat and spring.....	No. 08 .08
Columbia Gov. ball, new style & spring.....	No. 08 .08
Turntable felts, all wool, green, 10", round.....	No. 15 .15
Turntable felts, all wool, green, 12", round.....	No. 18 .18
Terms, 2% cash with order.	

TALKING MACHINE SUPPLY CO., PARK RIDGE, N. J.

WILL BUY FOR CASH

50 new phonographs and 25 slightly used phonographs; could also use about 12 pianos. They must be cheap. Need the goods at once.
EAST TEXAS PHONOGRAPH CO.,
Tyler, Texas

FOR SALE

Four Unico Audition Rooms, with racks, counter and special decorative treatment, Adam Design. Will sell all or part. A good buy. Address "Box 1354," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

FOR SALE

Records, Columbia and other makes in different languages, small and large quantities. Anything required in the phonograph line we sell at reduced prices. Will also buy anything you have to sell. Mandell & Co., 88 Rivington St., New York, N. Y.

LOW PRICE

Table Phonographs
NOT TIN TOYS!

New Accounts Solicited

MUSICAL MERCHANDISE CO.

Manufacturers

562-564 Grand St., Brooklyn, N. Y.

Telephone: Stagg 0918

\$50,000 CASH AVAILABLE

Party with fifty thousand cash capital wants to make connection with good

Cabinet Manufacturer

for the purpose of arranging for the manufacture of phonograph cabinets. Location not material but prices and workmanship must be right.

Address **BOX 1356**

c-o Talking Machine World
383 Madison Ave. New York

WILL BUY AND SELL

Any Quantity

Pianos, phonographs, records, rolls or any musical merchandise.

Spot Cash

J. K. Morgan,

401 South State St.,

Chicago, Ill.

Manufacturers' Opportunity

For Sale—Going concern manufacturing phonograph record albums, etc. Good demand. Well-equipped plant in Central West city of 300,000. In the heart of the phonograph industry. Includes printing plant and adapted to manufacture of other paper products. Exceptional opportunity for light manufacturing proposition. Write "Box 1355," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

FOR QUICK SALE

Eight more carloads phonographs, high-class, attractive design; different sizes and finishes. Low prices for part or entire lot immediate shipment. Houghton Mfg. Co., Marion, O.

FOR SALE

Exclusive talking machine business in Roanoke, Va. Established twenty years. Has Victor talking machine agency. Owner wishes to retire from business. Address "P. O. Box 492," Roanoke, Va.

DEALERS ATTENTION

Repairs and parts for Mandel and all other motors. Distributors of Wall Kane needles. We carry a full line of all well known motors and tonearms. Send for price list. Mandel Phonographs Co., 1530 Milwaukee Ave., Chicago, Ill.

SPOT CASH

Wanted phonograph motors, hardware, legs, etc. Also veneered panels. Must be cheap.

Illinois Phonograph & Supply Co.
237 S. Market St. Chicago, Ill.

FOR SALE

10,000 needle cups, 5,000 needle cup covers and 10,000 top supports; at one-half the present price. Address "Needlecups," care The Talking Machine World, 383 Madison Ave., New York, N. Y.



EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON



W. LIONEL STURDY, MANAGER

SATISFACTORY BUSINESS ENJOYED IN SPITE OF THE DISTURBING INFLUENCE OF THE ELECTION

Radio Credited With Benefiting Trade Through Broadcasting of Programs—Plans for British Industries Fair Progressing—Activities and News of the Month

LONDON, ENGLAND, December 3.—Notwithstanding the turmoil of a general election, resulting in a certain amount of business dislocation, British gramophone trade conditions are generally good—as they should be at this period, of course. Manufacturers and wholesalers are really busy keeping pace with retailers' demands and it is fortunate to be able to report, political circumstances considered, that most dealers are not dissatisfied with the extent of public sales. The latter aspect of the trade is a little difficult to gauge, but I think sales would have been much better had we not experienced the disturbing influence of an election. Christmas trade is certain to be heavy, but it will be affected by the election results (after December 6), according to which political party is returned. The choice of the electorate is so problematical that to comment further at this stage is futile.

Worthy of reference is that the rejuvenated wireless trade, which many thought would adversely affect gramophone sales, seems rather to have stimulated the demand for all classes and methods of music. It has undoubtedly reflected favorably on gramophone and record sales. Music dealers everywhere find that radio concerts result in numerous inquiries for records or music of the items broadcasted. Apart from

stimulating gramophone sales, this aspect encourages the stocking of wireless goods. It would seem not improbable that within the near future the control of wireless distribution will be almost exclusively in the hands of the music merchants.

Standard Tone Arm and Sound Box Fitments

The action of the Gramophone Association in establishing a schedule of standard sizes and forms of measurement for tone arm and sound box fitments has met with the unqualified approval of its members and of the trade generally, all agreeing that it is a move in the right direction, for the frequent failure of supplies to conform to recognized standards has led to a great deal of annoyance and loss to the trade. In furtherance of its scheme the Association is furnishing to its members, without charge, templates in the form of die-cast extension lugs which should fulfill all reasonable requirements of sound box and tone arm manufacturers and enable them to secure with a certainty suitable fitment in the recognized standard gauges, so that the interchange of sound boxes and tone arms should no longer be a source of trouble.

From the manner in which the suggestion has been taken up by the manufacturers and wholesalers it seems likely that before long merchants in ordering machines will insist that

the fitments shall be of "Gramophone Association standard measurements."

Excellent Federation Work

The Federation of British Music Industries, to which are affiliated all the music trade associations, with the exception of the Music Publishers' Association, reports that for the month of October the revenue receipts were the largest on record for any one month since the Federation was formed. As this indicates, there is a growing appreciation in trade circles of the value of the extensive and energetic propaganda and publicity work performed by the Federation. The industry as a whole is beginning to realize that the Federation, properly supported, is bound to achieve by co-ordinated effort far more for the industry individually or collectively than any one section. Results undoubtedly go to show that the early work of the Federation is now bearing fruit. It is worthy of note that the largest receipts for the last financial year, from any section of the music industries, was from the gramophone industry.

The Political Situation

The most eagerly discussed question in trade circles at the time of writing is the probable party to form the next government. A general election at this time of the year, fought on any issue, is regarded as a serious menace to the Christmas trade season, and the possibility of a decided change in the fiscal policy, i. e., from a free-trade regime to the imposition of a general tariff, is having a rather bad effect in certain trade circles. Despite the advantages that would undoubtedly accrue to some industries should a protective tariff be imposed on impor-



Unique Oral Model. Satin Mahogany finish, paneled all around; height, 8½ ins.; depth, 19 ins.; width, 16 ins. Reliable Swiss single spring, silent belical wand, worm gear motor; plays 10-in. and 12-in. records; 10-in. turntable, plush covered, with special nickel-plated rim. Internal floating amplifying chamber. Fret front and silk screen. Sound-adjusting doors with piano hinges. Nickel-plated tapering tone-arm, with crane back and "gooseneck." Fitted with special plate holding two needle bowls, one with cover. Dial speed regulator and indicator. "BANDMASTER" perfected "Carmen" sound box for steel or fibre needles.

18 Different Models
British made components throughout

The Hub of the Gramophone World!!

(Patent and registration rights applied for)

The tremendous reception accorded BANDMASTERS is the greatest proof of their merit. The tone of BANDMASTERS—The elegant cabinet work—The high quality fitments—all these at once please the most fastidious visitor to your store, and the extremely low price makes it quite unnecessary to sell on credit when your stock is comprised of BANDMASTERS.

The World's largest individual order for gramophones was taken by Bandmasters in open competition with English and German manufacturers. There is a strong reason for it. We can furnish that reason. Overseas trade especially catered for. BANDMASTERS appeal to the keen-eyed business man who knows his business.



Baby Grand. Unique Horseshoe design. Solid Mahogany, Satin Finish, beautifully inlaid; height, 32½ ins.; width, 20½ ins.; depth, 21 ins. Reliable Swiss double spring, silent wind, worm gear motor; plays 3 records one wind; 12-in. turntable, plush covered, with special nickel-plated rim. Voluminous mellow internal floating amplifying chamber, with cast metal elbow connection. Sound-adjusting doors. Heavily nickel-plated tapering tonearm with crane-back and extra long "gooseneck." Needle bowls for new and used needles, one with cover. Dial speed regulator and indicator. "BANDMASTER" perfected "Carmen" sound box for steel or fibre needles.

18 Exclusive designs
British made components throughout

"THE FAME OF 'BANDMASTER' SPREADS DAY BY DAY"

VIDE THE LONDON PRESS

BANDMASTER LIMITED, BANDMASTER WORKS - - Hendon, London, England

FROM OUR EUROPEAN HEADQUARTERS—(Continued from page 188)

tations affecting those industries, the general impression is that in face of the falling sovereign and the rising dollar, and of the shock to finance and the injury to trade, the controversy should not have been forced upon the nation at this moment. However, it is of no use to cry over spilled milk. The thing is done, and by the time this appears in print the new Parliament will have assembled.

The two main sections of the British music industries already enjoy a measure of protection, a tariff of 33½ per cent being placed on all imported pianos and gramophones. The gramophone industry is held up as an example by the Government party of how tariff benefits a specific industry. They claim that under the protection of what is known as the McKenna duties the industry, though a minor one, has been able to eliminate the foreigner from the home market and increased the number of British workpeople. The figures given in support of this statement are decidedly interesting and are as follows: In 1913 90 per cent of the metal parts employed in gramophones was imported. Last year only 25 per cent was imported. Of the cabinet work in gramophones 50 per cent was imported in 1913. Last year the import was negligible, and British workers had captured over 99 per cent of the trade. Again, in the case of records, the British manufacturer has succeeded (it is claimed) in capturing the whole of the trade, although 20 per cent of the records was imported in 1913. The effect has been that between 15,000 and 20,000 workers are now employed in the British gramophone industry, as against less than 10,000 in 1913.

With the return of the Government to power the existing duties can certainly be expected to be retained, and there is even a possibility of the tariff being increased. But with the Liberal party in power, it is extremely doubtful if even the existing tariffs would be maintained. The main plank of the Labor platform is the imposition

of a levy on all individual fortunes in excess of £5,000, the money obtained from this source to be solely devoted to the reduction of the war debt.

New Zonophone Recordings

The recordings released this month by the British Zonophone Co. evidence the foresight of the company in providing in good time suitable music for special seasons. Ten-inch issues include music and song for Christmastime. No. 2382 carries "God Rest Ye, Merry Christians" and "The Bethlehem Shepherds," both effectively rendered by the Dorian Singers, male voice quartet. In sharp relief are a couple of humorous duets on No. 2379: "When the Winter Time Comes Round" and "It's Doing Me Good," by O'Neill and Thayer. An instrumental quartet—violin, 'cello, flute and harp—have brilliantly recorded on No. 2381 two delightful pieces—"The Mermaid Song" (Weber) and "My Heart's Delight" (George). The "Oliver Cromwell Concert Overture" (Geehl) makes a good record in two parts on No. 2373, played by the St. Hilda Colliery Band. This was the test piece selected recently for the National Band Contest in which more than 150 bands took part. The well-known operatic tenor, Frank Webster, again contributes two delightfully rendered songs, both, happily, of the better type of sentimental songs, on No. 2375—"I've Fallen in Love" (With a Wonderful Girl) and "The Kingdom of Love." Of the twelve-inch, No. A278 will appeal to many. It carries a couple of pleasing tenor song numbers by Browning Mummary, "Sound an Alarm" (from Handel's "Judas Maccabaeus") and "A Furtive Tear" (from Donizetti's "L'Elisir d'Amour").

Physical Culture Records

One of the secrets of the Gramophone Co.'s success is to be found in the wide range of its activities. It strives to touch the life of the community at as many points as possible. In all the main sections of human interest—entertainment, amusement, inspiration and instruc-

tion—special classes of "His Master's Voice" records have been made to supply the requirements of the public in the most complete and practical manner. Now come three double-sided ten-inch records of "physical jerks," each record containing two exercises on each side. Each exercise is set to a "catchy" tune having the correct rhythm, and the music makes the "jerks" easy and interesting. Spoken explanations of the various exercises are given, together with the "count" for each movement. There is a very real need for these records, and the methods adopted by the Gramophone Co. in introducing them to the public insures them a very brisk sale.

Fruitful Gramophone Publicity

The big gramophone houses are indulging in remarkable advertising campaigns. Big space in the dailies and magazines and the trade press brings home to a huge public just exactly the diverse entertaining and instrumental value of this form of music, song and speech. The "His Master's Voice," Columbia, Winner, Edison-Bell, Pathé, Homochord and others are collectively spending thousands of pounds on the good work. It means big business!

Talking Machines at Wireless Exhibition

The publication of the Parliamentary Wireless Committee's report, of which we wrote last month, has cleared the air—or, as we should put it in wireless parlance, freed the ether—and much of the uncertainty hitherto overhanging the legal position of the average broadcaster has been removed, with the consequent result that the present Winter boom compares more than favorably with last season.

The recent wireless exhibition, held at the White City, Shepherd's Bush, was a tremendous success. Many of the prominent gramophone houses here have added wireless sets and parts to their manufactures and the following firms took space at the exhibition: J. E. Hough, Ltd., of Edison-Bell gramophone record fame; the

(Continued on page 190)



(Patent and registration rights applied for)



Size: Height, 5¼ ins.; depth, 11¼ ins.; width, 12¼ ins.

Reliable Swiss single-spring motor, silent helical wind, 8¼ in. turntable, plush covered, with nickel-plated rim; plays 10-in. or 12-in. records. "BANDMASTER" perfected "Faust" sound-box. No adjustment of parts. Ready to play upon opening lid. Weight under 11 lbs. when packed. Carry 6 records.

Model "A" in Solid Oak. Model "B" in Covered Leather Cloth.

British-made components throughout

Portable Perfection!

Known and Supported

by the British trade as the

Most Wonderful Portable Gramophone ← on the Market at any Price!

The tonal delivery is exceptionally bright and in volume equal to any cabinet.

BANDMASTER PORTABLES are now replacing all other portables at home and on the Overseas Markets.

Keen export quotations mailed immediately on request.

It's a "Bandmaster" Sensation—Make it Yours!

BANDMASTER LIMITED, Bandmaster Works, Colindale Avenue, Hendon, London, England

FROM OUR EUROPEAN HEADQUARTERS—(Continued from page 189)

Hornless, Table Grand, Upright and Horizontal Cabinet Grands

Actual Manufacturers Export a specialty

REX GRAMOPHONE COMPANY

59 Chiswell Street, LONDON, E. C., England
Cable Address "Lyrecodisc, London"

Murdock Trading Co.; Alfred Graham & Co., makers of the "Algraphone" and the "Gecophone" receiving sets, for which the Columbia Graphophone Co. is the sole agent for the music trades.

Changes at Lugton's

The interest of gramophone men has been aroused by the news that Messrs. Herzog and Ficker, pre-war owners of the New Polyphon Supply Co., have joined the firm of Lugton & Co., Ltd., Old street, London.

British Industries Fair, 1924

The tenth fair, to be held at the White City from April 28 to May 15, next year, promises to eclipse the success of all previous fairs. In the music section the space already booked is nearly twice the size of that taken last year, and the variety of manufactures exhibited in 1923 will be greatly exceeded. The success that attended last year's fair was largely due to the very wide publicity given to it by the Department of Overseas Trade, which enjoys and fully exercises broad facilities for propaganda. The publicity to be given, and already being given, to the 1924 fair is even greater than before.

The gramophone manufacturers who have booked or signified their intention of taking space are as follows: Bandmaster, Ltd., which, it will be remembered, at last year's fair booked an order for 15,000 gramophones; Electric Gramophones, Ltd.; The Garrard Engineering Co., Ltd.; Senthall Gramophones, Ltd.; The

Peter Pan Gramophone Co., Ltd.; Barnett, Samuel & Sons, Ltd., and Joseph Wallis & Son, Ltd.

The success of the fair will be further enhanced by reason of the British Empire Exhibition, which is to be held at Wembley from April to October. It is calculated that overseas

buyers will make a point of arriving in this country in time for the opening at Wembley, which would enable them to inspect both the exhibition and the British Industries Fair. A number of gramophone firms have secured space at the Wembley exhibition.

WASHINGTON

December Brings Big Business Improvement—Trade Looking Forward to Very Busy Year-end—News and Activities of the Month

WASHINGTON, D. C., December 8.—Following more than a month of extremely quiet business in the talking machine trade in this city, the first week in December saw a noticeable improvement all along the line, and this increase seems to be gaining at a steady rate. As a consequence, dealers who were inclined to be pessimistic over prospects for Christmas a month ago are now looking forward to a very encouraging trade, and the general atmosphere is much more hopeful. Last year many of the stores were caught at this season with insufficient stocks of machines and records, but this year the situation is improved.

As an illustration of what advertising of new features can do to help the trade, the success of the recently issued Columbia "test" record may be cited. This record, released primarily as an advertisement for the new type of record being manufactured by this company, jumped into immediate demand in Washington, and during a period when sales of records were the lowest for months, the sales of the "test" records were such that they could not be kept in stock at some stores. Although it may be a coincidence, the fact remains that the upward trend in record and phonograph sales started just about a week after the Columbia record was put on sale. While the majority of the

buyers of this novelty were sold through their own curiosity as to what the record had on it, rather than a desire to examine the new laminated construction, the thing of prime importance is that the advertising of this product caught the interest of the public and made them think of phonographs.

T. W. Woodward, who formerly maintained a talking machine repair shop at 809 Ninth street, Northwest, has moved into new and larger quarters just around the corner from his original store, and now is located at 813 H street, Northwest. The new store is fully equipped for repairing of all kinds. At the front are located the counter and display shelves, while in the rear is a very complete workshop, fully equipped to do all kinds of machine work incidental to talking machine repairing.

Charles F. Shaw, branch manager of the Brunswick Co., visited Washington during the month to confer with local Brunswick retailers.

The Brunswick Shop, formerly at 1404 Park road, has moved to its new location on Fourteenth street just below Park road, right in the heart of the upper Fourteenth street business section. Recent improvements in this section, including the erection of several large office buildings, one housing the local broadcasting station of the Radio Corp. of America, and one of the largest motion picture theatres in the city, have greatly stimulated business on Fourteenth street, with the result that it has become a bustling shopping center, including three or four talking machine establishments.

IF YOU handle or are thinking of handling other products, in addition to talking machines and records—you need **THE MUSIC TRADE REVIEW**, which is the most authoritative and informative business paper at your command, covering every branch of the music industry—pianos, players, reproducers, organs, automatics, band instruments, musical merchandise, small goods, sheet music, talking machines, etc., etc.

Twelve to fourteen feature articles, showing how the other fellow is increasing his profits, appear each month in **THE REVIEW**—that's why it is the most profitable weekly paper in the field for you to read and why it will assuredly help you increase your profits.

\$2 Brings You 52 Issues of The Review.

WATCH



IN 1923

383 MADISON AVE.

NEW YORK CITY

Established 1876 — The Oldest and Largest in Its Field.

Put this book to work for you

SELLING MUSICAL MERCHANDISE

BY JAMES A. FREW

The only book published which shows music dealers how to go about organizing a musical merchandise department and how to run one at a profit.

It is written by a man who has used every method he describes in his own business and every one of them made money for him. Put them to work for yourself.

Sent to you FREE for five days

Test this book by reading it at our expense. Fill out the inspection coupon and mail it for our free five-day inspection offer to Music Trade Review readers.

Mail This Coupon

Edward Lyman Bill, Inc.,
383 Madison Avenue, New York City.

You may send me a copy of "Selling Musical Merchandise" for five days' free inspection. I will return it to you within five days from the date I receive it, if not thoroughly satisfied, or I agree to send you \$2.00 as payment in full.

Name
Street
City State

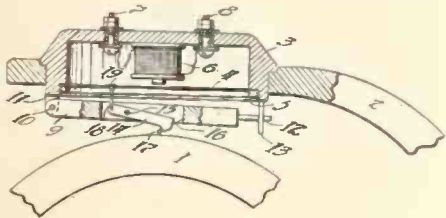
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., December 8.—Phonograph Recorder. Newman H. Holland, West Orange, N. J., assignor to New Jersey Patent Co., same place. Patent No. 1,465,764.

This invention relates to phonograph recorders, especially of the floating-weight type.

One of the principal objects of the invention is to provide an improved construction for phonograph recorders of the floating-weight type wherein during the recording operation the tension in the connection between the stylus and the diaphragm or vibratory means is sufficient to prevent lost motion and rattling, and at the same time the recording stylus engages the record tablet with the proper pressure.

In order that the invention may be more clearly understood, attention is directed to the



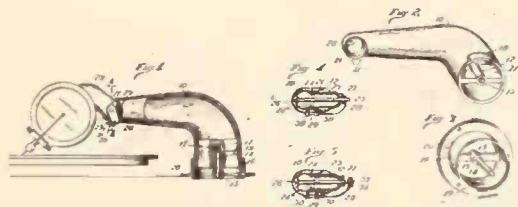
drawing accompanying and forming a part of this specification and in which the single figure is a fragmental view in elevation, partly in section, of a phonograph illustrating one form of recorder embodying this invention, in operative position with respect to the record tablet.

Tone Arm for Phonographs. Burr B. Blood, Chicago, Ill., assignor by mesne assignments to the Jewel Phonographs Co., same place. Patent No. 1,468,224.

This invention relates to tone arms adapted for use in connection with phonographs provided with tone chambers; that is, in connection with phonographs wherein the tone or sound is conveyed from the reproducer through the tone arm and thereby transmitted into the tone chamber usually formed in the phonograph cabinet beneath the record-holding turntable.

One object of the invention is to provide a tone arm wherein the reproducer receiving end or elbow is provided with a pivotal connection which will enable the proper movement of the reproducer across the record; permitting the reproducer to have the desired freedom during its travel and yet at the same time provide a connection which will not interfere with the tone quality and will not produce a "blast" or permit any "chatter," so often encountered with tone arms and connections at present employed. The means employed for providing the pivotal connection just referred to is of such nature as to take up any slight differences in formation or dimensions, within a given range, that may occur between the reproducer-receiving end or elbow and the main portion of the tone arm.

Another object of the invention is to provide the tone arm with a pivotal support at the base end, on the cabinet adapted to receive the entire weight of the arm without permitting any binding effect but allow a free swing or oscillation of the tone arm, and thus provide a construction responsive to the delicate power of force



applied to the stylus or needle by the shallow grooves of the record. The invention at the same time contemplates a construction wherein the tone arm proper may be easily and quickly lifted or disconnected from its base or pivot providing portion.

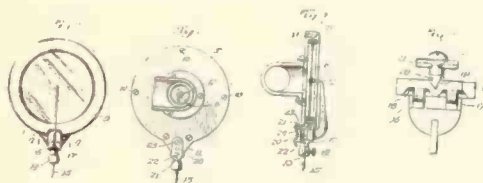
Figure 1 is a side elevation of the improved tone arm shown provided with a reproducer, the stylus whereof is shown in contact with a portion of a disc record; the main portion of the tone arm and its base being shown in longitudinal section to disclose the pivot-forming elements. Fig. 2 is a perspective view of the main portion of the tone arm in inverted position, that is looking at the bottom thereof, to disclose the interior construction at the ends. Fig. 3 is a perspective view of the base or pivot-forming portion of the tone arm turned up on its side. Fig. 4 is a sectional view, taken on the line 4-4 of Fig. 1, looking in the direction of the arrows. Fig. 5 is a detail sectional view of a modified form of the pivotal connection between the main portion of the tone arm and the reproducer-receiving end or elbow.

Sound Box. Axel Engnell, Chicago, Ill. Patent No. 1,468,144.

This invention relates to sound boxes and particularly to novel means of mounting the stylus bar on the sound box. One of the objects is to provide a stylus bar mounting for sound boxes which will eliminate the undesirable relationship between the diaphragm and the stylus arm mounting to remove any dampening effect on the diaphragm; a stylus arm mounting for sound boxes which will permit proper reproduction of sounds without dampening or otherwise retarding the effectiveness of the diaphragm; stylus arm mountings for sound boxes for successful commercial use.

Generally speaking, the objects of the invention are accomplished by providing a knife edge engagement between the stylus arm and the sound box and mounting the tension spring wholly on the stylus arm so that the same may be movable with the arm as the diaphragm is vibrated.

Figure 1 is a front elevational view of a sound box provided with the preferred embodiment of the invention. Fig. 2 is a back elevational view of the sound box in Fig. 1, a portion



of the parts being shown in section. Fig. 3 is a vertical sectional view of the invention. Fig. 4 is an enlarged sectional view taken in the plane of line 4-4 of Fig. 1 showing the preferred means of mounting the stylus arm on the sound box.

Phonograph. Herbert O. Crippen, Sanford, Fla. Patent No. 1,468,138.

A more specific object of the invention is to provide an improved amplifying casing or horn for phonographs containing a double tone chamber.

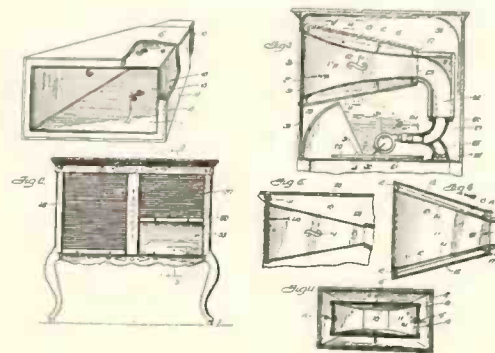
Another object is to provide an improved casing, enclosing a tone chamber, which is responsive to the high and to the low notes with utmost fidelity, and which is resonant to an extent that it increases the volume or tone and reinforces all tones, equally vibrating in the same time.

Another object is to provide a vibratable casing enclosing a tone chamber and another relatively rigid spaced away casing enclosing the vibratable casing, leaving a sealed space intervening between the two casings, to thereby provide a resonant chamber outside of the usual sound amplifying horn.

Another object is to provide a sound responsive casing containing a tone chamber and means to tension the chamber, thereby to make it more sensitive to normally inaudible sound emanating from the amplifying casing or horn.

Another object of the invention is to improve the cabinet and arrangement of the horn and sound reproducing instrumentality to render scratching of the needle less apparent.

In the drawings Figure 1 is an isometric perspective view of the double casing sound amplifier and modifier containing an inner and an outer tone chamber showing parts in section. Fig. 2 is a front elevation of an improved



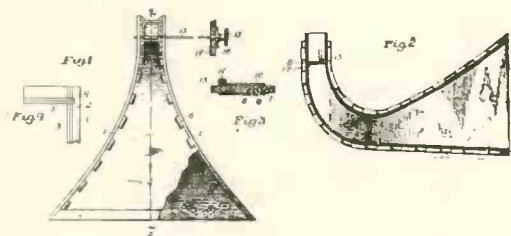
cabinet in one side of which the improved devices are to be contained. Fig. 3 is a section taken on line 3-3 of Fig. 2. Fig. 4 is a section taken on line 4-4 of Fig. 3. Fig. 5 is a longitudinal section of the horn or amplifier with the closed and sealed tone chamber, on the vertical sides only, being omitted from the top and bottom. Fig. 6 is a longitudinal section of the modification of the device shown in Fig. 1.

Sound Amplifier. Martin Nystrom, Chicago, Ill., assignor to the Brunswick-Balke-Collender Co., same place. Patent No. 1,468,166.

This invention relates to talking machines and has for its primary object the provision of an amplifier of wood constructed to insure its maximum efficiency as a conductor and distributor of sound under varying atmospheric conditions.

A further object is the provision of a wood amplifier for talking machines in which the customary joint between the mouth neck portion and the portion of the amplifier leading to the tone arm is eliminated.

Figure 1 is a plan view partially in section of an amplifier according to the invention with the damper applied thereto. Fig. 2 is a section on the line 2-2 of Fig. 1. Fig. 3 is a detail



in section of the damper. Fig. 4 is a detail in elevation, illustrating the construction of the amplifier.

Sound Box. Henry Walker, Wilmington, Del., assignor to one-half to Frank F. Slocomb, same place. Patent No. 1,469,058.

This invention consists of a novel construction of a sound box, wherein is employed a plurality of diaphragms, including an inner and an intermediate diaphragm of novel construction, whereby the reproduced sound waves are modulated and clarified by the vibrations transmitted from one air chamber to another, and by the vibratory tongue forming a portion of the inner diaphragm, by the coaction of which practically all harsh or metallic sounds are avoided, and the resultant reproduction is rendered smooth, round, full and sympathetic, in a word, natural. Also the scratching sound caused by the contact of the needle point with the moving record, and which has heretofore been so objectionable a feature, is by this improved construction so nearly absorbed and

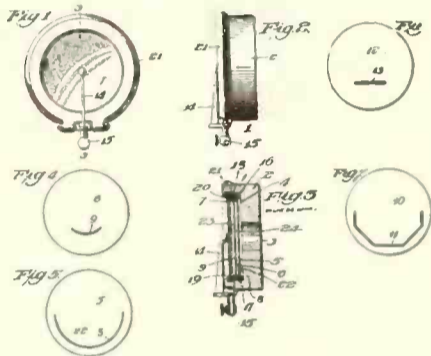
(Continued on page 192)

PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 191)

eliminated that it is impossible of detection after a record has been put in play.

To the above ends this invention consists of a novel construction of a sound box comprising a body containing a diaphragm chamber, preferably provided with three diaphragms, the inner diaphragm having a semicircular or equivalently shaped cut therein extending half way, more or less, around the diaphragm near its outer periphery and forming a resilient tongue, while the intermediate diaphragm has a shorter cut therein, preferably out of alignment with the cut in said inner diaphragm, the outer diaphragm being solid, and all said diaphragms being held in assembled position and separated from each other by gaskets in such a manner that the reproduced sound waves are clarified, so that a natural and faithful reproduction is obtained.

Figure 1 represents a front elevation of a sound box embodying the invention. Fig. 2 represents a side elevation of Fig. 1. Fig. 3 represents a vertical sectional view, the section being



taken on line 3—3 in Fig. 1. Fig. 4 represents a plan view of the intermediate diaphragm in detached position. Fig. 5 represents a plan view of the inner diaphragm in detached position. Fig. 6 represents a plan view of another form of intermediate diaphragm which may be used in lieu of the diaphragm seen in Fig. 4. Fig. 7 represents a plan view of another form of inner diaphragm which may be used in lieu of the diaphragm seen in Fig. 5.

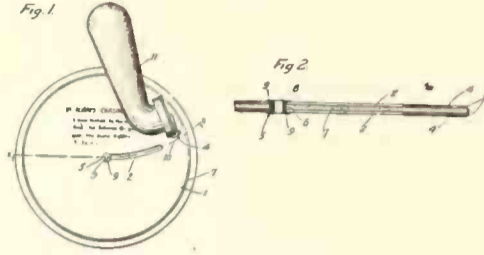
Protector for Phonograph Records. Victor H. Emerson, New York, N. Y. Patent No. 1,468,879.

This invention relates to cover devices for disc records, of the type employed with the record while the latter is being played. It is in the nature of an improvement on or modification of the device disclosed in co-pending application, Serial No. 418,246, filed October 20, 1920. In that application there is illustrated and described a device in which a disc record is provided with a cover sheet or device having an aperture therein through which the spindle of the talking machine passes when the record and cover device are in position for playing. A radially extending slot in the device allows the reproducing needle to pass through and engage with the record, and the rotation of the device with the record is prevented by the engagement of a wall or edge of the slot with the reproducing apparatus, preferably with the needle. The cover device may carry matter relating to or explanatory of the subject matter of the record, such as the words and music of a song, illustrative scenes, a translation of the recordation, or any other useful or supplemental information relating to the record. An objection to this device is that the long slot through

which the needle passes exposes the grooved portion of the record to injury at that point and allows dust to enter the grooves in that portion of the record.

An object of the present invention is generally to improve the device disclosed in prior application, and to provide a device of that kind which will more completely protect the record against dust and injury.

Figure 1 is a plan view of a portion of a talking machine with a cover device for the



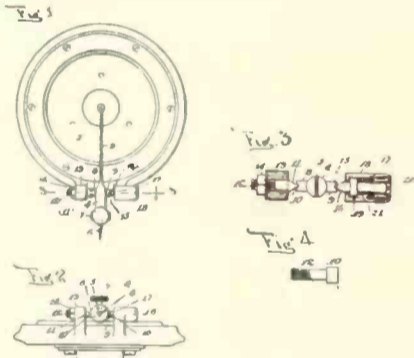
record constructed in accordance with the invention. Fig. 2 is a section in elevation of the record and cover device taken substantially along the line a—a of Fig. 2.

Sound Reproducing Apparatus. Anthony Vasselli, Newark, N. J., assignor by mesne assignments to the General Phonograph Corp., New York. Patent No. 1,468,767.

This invention relates to sound boxes or reproducers for talking machines, and more particularly to that type of machine in which the record groove is carried on the flat surface of a disc or tablet.

The objects of the invention are to produce a sound box which will be cheap to construct, will not get out of order, in which the stylus arm may be steadily placed in proper position relatively to the diaphragm, in which the tension of the stylus arm may be easily adjusted, and which will be easy to assemble.

The object of the invention is to provide improvements in apparatus for reproducing sound;

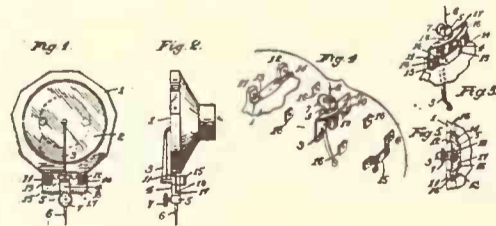


by means of which the quality of the reproduction will be improved.

In the drawings Figure 1 is a front elevation of a sound box embodying the invention. Fig. 2 is a bottom plan view of the same. Fig. 3 is a section on an enlarged scale, the section being taken on the line 3—3 of Fig. 1. Fig. 4 is a detail view of the knife edge.

Stylus Mounting for Reproducers. Julius A. Brown, Peekskill, N. Y., assignor to Ernest Loomis, same place. Patent No. 1,469,451.

This invention has for its object to provide an improved resilient mounting for the stylus



arm in a phonograph reproducer, in which the plate spring is extended in several directions to facilitate the vibration of the parts; and which is provided with means for adjusting its tension, whereby the character of the vibration can be easily regulated.

In the accompanying drawings Figure 1 is a front elevation. Fig. 2 is a side elevation, partly in section. Fig. 3 is a detail view enlarged of certain parts. Fig. 4 is a view showing the spring mounting parts separated in general

order of assembly. Fig. 5 is a plan view of certain parts.

Spring Stylus Mounting for Phonographs. Julius A. Brown, Peekskill, N. Y., assignor to Ernest Loomis, same place. Patent No. 1,469,452.

The object of the present invention is to provide an improved form of stylus arm mounting for a reproducer for phonographs, that is constituted by a plate spring doubled sharply on itself at one portion; and a further object is to provide such a spring member in which the axis or bend of the structure will lie approximately in the plane of the diaphragm.

In the accompanying drawing Figure 1 is a front elevation. Fig. 2 is a side elevation partly in section. Fig. 3 is an end elevation. Figs. 4 and 5 show the spring member detached. Fig. 6 shows the stylus arm and attached bracket.

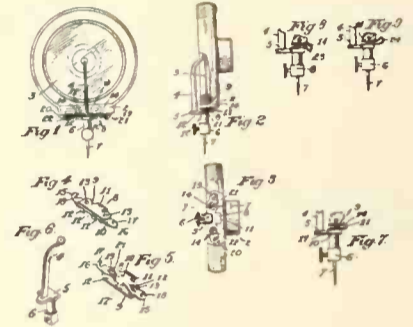


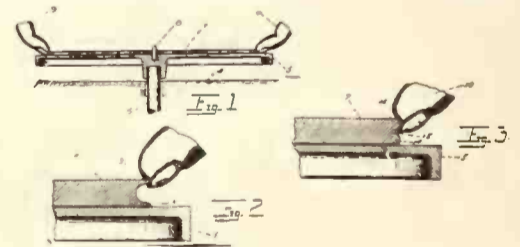
Fig. 7 is a partial view enlarged through the spring and stylus arm. Figs. 8 and 9 show slight modifications of the spring plate.

Phonograph Record. John J. Reinhold, Marietta, Pa. Patent No. 1,471,862.

This invention relates to phonograph records of the disc type. It is a difficult matter to pick up disc records from a flat surface, such as the turntable of talking machines, especially, when they are very thin and have an edge of the usual shape. Moreover, when a number of records are stacked one on top of the other it is usually necessary when picking one off, to slide it partially off the stack before a firm hold can be obtained upon the same; this is the usual habit when picking a record off the stack because it seems to be the most convenient way; the objection to this is that some of the records become scratched and the sound grooves become worn away by this sliding action.

In carrying out this invention there is constructed the edge or periphery of the disc of a shape which is adaptable to engage with the finger nails of the human hand, through which the disc can be readily lifted and the fingers placed under the same to enable a person to get a firm hold. The handling of records is greatly facilitated when formed as herein shown and described.

Referring to the drawing Figure 1 is a sectional view of a turntable of the type usually



employed with talking machines, upon which is carried a record of the common type. Fig. 2 is an enlarged sectional view of a portion of the turntable shown in Fig. 1, and a portion of a record showing the principal features of this invention. Fig. 3 shows a modification of the improved record as shown in Fig. 2.

PAUL STUTZER TO RETIRE

WEST HOBOKEN, N. J., December 10.—Paul Stutzer, who has been in the music business here for the past ten years and is prominent in local merchandising circles, is disposing of his stock, preparatory to retiring from active business. Mr. Stutzer's store was one of the most completely stocked in this section.

REPAIRS

All Makes of Talking Machines
Repaired Promptly and Efficiently
REPAIR PARTS FOR ALL MACHINES

ANDREW H. DODIN

28 Sixth Avenue New York
TELEPHONE, SPRING 1194

Advance RECORD BULLETINS for January, 1924

VICTOR TALKING MACHINE CO.

LIST FOR NOVEMBER 30

- 19142 By the Watermelon Vine.....Shannon Quartet 10
- Louisiana Lou.....Shannon Quartet 10
- 19180 I'm Sitting Pretty in a Pretty Little City,
Albert Campbell-Henry Burr 10
- Alabama Blacksheep.....Peerless Quartet 10
- 19181 You Can't Make a Fool Out of Me..Henry Burr 10
- Pal of My Dreams.....Charles Hart 10

INSTRUMENTAL RECORD

- 19149 Turkey in the Straw,
Henry C. Gilliland and A. C. (Eck) Robertson 10
- Ragtime Annie.....A. C. (Eck) Robertson 10

DANCE RECORDS

- 19172 Sleep—Waltz.....Waring's Pennsylvanians 10
- The West, a Nest and You—Waltz,
Waring's Pennsylvanians 10

- 19178 Remem'ring—Fox-trot,
Joe Raymond and His Orch. 10
- Salt Your Sugar—Fox-trot,
Joe Raymond and His Orch. 10

- 19179 Moonlight Kisses—Fox-trot,
Joe Raymond and His Orch. 10
- Music of Love—Fox-trot,
International Novelty Orch. 10

RED SEAL RECORDS

- 956 Letter Song (From "Apple Blossoms")—Violon-
cello Solo.....Hugo Kreisler 10
- I'm in Love (From "Apple Blossoms")—Violon-
cello Solo.....Hugo Kreisler 10
- 959 A Kiss in the Dark (From "Orange Blossoms")
(de Sylva-Herbert).....Amelita Galli-Curci 10
- Kiss Me Again (From "Mlle. Modiste") (Blos-
som-Herbert).....Amelita Galli-Curci 10

LIST FOR DECEMBER 7

- 19146 Pinin' Just for You.....Claire Brookhurst 10
- Sweet Thoughts of Home.....Claire Brookhurst 10
- 19186 Midnight Rose.....Henry Burr 10
- Ev'ry Night I Cry Myself to Sleep Over You,
Henry Burr 10
- 19188 What Do You Do Sunday, Mary?
American Quartet 10
- Oh! How She Lied to Me,
Bill Murray-Ed Smalle 10

DANCE RECORDS

- 19153 Star of the East.....Trinity Choir 10
- The Birthday of a King.....Trinity Choir 10

DANCE RECORDS

- 19182 Somebody Else Took You Out of My Arms—
Fox-trot.....Barney Rapp and His Orch. 10
- Walk, Jennie, Walk!—Fox-trot,
Barney Rapp and His Orch. 10

- 19183 Bonnie—Fox-trot..The Manhattan Merrymakers 10
- March of the Mannikins—Fox-trot,
Benson Orch. of Chicago 10

- 19184 Bit by Bit You're Breaking My Heart—Fox-
trot.....Charles Dornberger and His Orch. 10
- Sunshine of Mine—Fox-trot,
Charles Dornberger and His Orch. 10

- 19185 Shake Your Feet—Fox-trot,
Paul Whiteman and His Orch. 10
- Swanee River Blues—Fox-trot,
Paul Whiteman and His Orch. 10

RED SEAL RECORDS

- 958 Tu, ca nun chiagne! (You That Wept Not for
Me!) (Bovio-de Curtis)—Neapolitan,
Enrico Caruso 10
- Noche Feliz (Happy Night) (Pasadas)—Nea-
politain.....Enrico Caruso 10

- 960 Faust—Veau d'or (The Golden Calf) (Gounod)
—In French.....Feodor Chaliapin 10
- Faust—Sérénade Mephistopheles (While You
Play at Sleeping) (Gounod)—In French,
Feodor Chaliapin 10

LIST FOR DECEMBER 14

- 19190 Be Like the Early Bird... Arthur Moss-Ed. Frye 10
- Why Adam Sinned.... Arthur Moss-Ed. Frye 10
- 19193 Sittin' in a Corner.....Elliott Shaw 10
- Louisiana.....Lewis James-Elliott Shaw 10

INSTRUMENTAL RECORD

- 19143 Entr'acte-Gavotte (Gillet)... Victor String Orch. 10
- In the Mill (Au Moulin) (Gillet),
Victor String Orch. 10

DANCE RECORDS

- 19187 In Love With Love—Fox-trot,
Paul Whiteman and His Orch. 10
- Raggedy Ann—Fox-trot,
Paul Whiteman and His Orch. 10

- 19189 Stack o' Lee Blues—Fox-trot,
Waring's Pennsylvanians 10
- Stavin' Change—Fox-trot.....The Virginians 10

- 19191 Mamma Loves Papa—Fox-trot,
Paul Whiteman and His Orch. 10
- Ev'ry Night I Cry Myself to Sleep Over You—
Fox-trot.....The Manhattan Merrymakers 10

RED SEAL RECORDS

- 957 June—Barcarolle (Tschaikowsky)...Erika Morini 10
- Serenade (Toselli).....Erika Morini 10
- 6426 Holy Night (Noël) (Adam),
Reinald Werrenrath 12

- Nazareth (Chorley-Gounod),
Reinald Werrenrath 12

LIST FOR DECEMBER 21

- 45371 Friend o' Mine.....Royal Dadmun 10
- Trade Winds.....Royal Dadmun 10
- 19194 Dear Old Lady.....Sterling Trio 10
- Lindy Lady.....Peerless Quartet 10

INSTRUMENTAL RECORD

- 19088 Bright Moon—Waltz.....Ferera-Franchini 10
- Hawaiian Nights—Waltz.....Ferera-Franchini 10

DANCE RECORDS

- 19195 Mamma Goes Where Papa Goes—Fox-trot,
David H. Silverman and His Orch. 10
- Mean Blues—Fox-trot,
David H. Silverman and His Orch. 10

- 19196 Wonder If She's Lonely Too—Fox-trot,
Charles Dornberger and His Orch. 10
- I Never Had a Mammy—Fox-trot,
The Manhattan Merrymakers 10

- 19197 You—Fox-trot.....Benson Orch. of Chicago 10
- Do You, Don't You, Will You, Won't You
Love Me Too?—Fox-trot,
Benson Orch. of Chicago 10

- 19198 Lonesome and Blue—Waltz,
Benson Orch. of Chicago 10
- When Lights Are Low—Waltz,
Benson Orch. of Chicago 10

RED SEAL RECORDS

- 967 L'Amico Fritz—Son pochi fiori (Here Are
Some Flow'rets) (Mascagni)—In Italian,
Lucrezia Bori 10
- L'Amico Fritz—Non mi resta che il pianto
(Must I Ever Thus Be Sadly Crying)—In
Italian.....Lucrezia Bori 10

- 968 Somewhere in the World.....John McCormack 10
- Where the Rainbow Ends.....John McCormack 10

- 6425 Quartet in D Major—Adagio (Mozart),
Flonzaley Quartet 12
- Quartet in A Minor—Adagio (Schumann),
Flonzaley Quartet 12

COLUMBIA PHONOGRAPH CO.

COLUMBIA NEW PROCESS RECORDS

DANCE MUSIC

- 27-D Take, Oh Take Those Lips Away (From
"Ziegfeld Follies of 1923")—Fox-trot,
Paul Specht and His Hotel Alamac Orch. 10
- Dear Old Lady—Fox-trot,
Paul Specht and His Hotel Alamac Orch. 10

- 29-D Sleep—Waltz.....The Romancers 10
- The West, A Nest, and You—Waltz,
The Romancers 10

- 17-D I've Got a Song for Sale—Fox-trot,
Frank Westphal and His Orch. 10
- All Wrong—Fox-trot,
Frank Westphal and His Orch. 10

- 10-D Sohbin' Blues—Fox-trot,
Art Kahn and His Orch. 10
- Bit by Bit You're Breaking My Heart—Fox-
trot.....Art Kahn and His Orch. 10

- 23-D You May Be Fast "But" Your Mamma's
Gonna Slow You Down—Fox-trot,
The Georgians 10
- Home Town Blues—Fox-trot...The Georgians 10

- 30-D Old Fashioned Love (From "Rummin' Wild")
—Fox-trot.....The Georgians 10
- Shake Your Feet (Intro: "Swanee River
Blues") (From "Ziegfeld Follies of 1923")
Medley Fox-trot.....The Georgians 10

- 22-D Foolish Child—Fox-trot,
Art Kahn and His Orch. 10
- Oh! Sister, Ain't That Hot!—Fox-trot,
Frank Westphal and His Orch. 10

- 31-D Sweet Pal—Waltz....Columbia Dance Orch. 10
- Why Don't My Dreams Come True—Waltz,
Columbia Dance Orch. 10

POPULAR VOCAL

- 26-D Say It With a Ukulele—Tenor Solo,
Frank Crumit 10
- Ko-Ko-Mo—Tenor and Baritone Duet,
Billy Jones and Ernest Hare 10

- 25-D I Love You (From "Little Jessie James")—
Tenor Solo.....Lewis James 10
- Marcheta—Tenor Solo.....Lewis James 10

- 24-D Mamma Goes Where Papa Goes—Tenor Solo,
Bob Nelson 10
- Lovey Came Back—Tenor Solo...Bob Nelson 10

- 28-D Dear Old Lady—Tenor and Baritone Duet,
Charles Hart and Elliott Shaw 10

- You Wanted Someone To Play With—Tenor
Solo.....Charles Hart 10

- 18-D When Greek Meets Greek—Tenor and Bari-
tone Duet.....Furman-Nash 10
- Chief Hokum—Tenor and Baritone Duet,
Furman-Nash 10

- 19-D Ground Hog Day At Pumpkin Center—Comic,
Cal Stewart (Uncle Josh) 10
- Uncle Josh At the Circus—Comic,
Cal Stewart (Uncle Josh) 10

HAWAIIAN MUSIC

- 21-D Aloha Oe (Farewell To Thee)—Instrumental,
Ferera's Hawaiian Inst. Quintette 10
- One, Two Three, Four—Instrumental,
Ferera's Hawaiian Inst. Quintette 10

SYMPHONY AND CONCERT SELECTIONS

- 68002-D Manon "Ah! fuyez, douce image" (Massenet)
—Tenor Solo.....Charles Hackett 12
- La Favorita "Spirto gentil" (Donizetti)—
Tenor Solo.....Charles Hackett 12

- 33001-D Golliwogg's Cake Walk (Debussy)—Piano
Solo.....Percy Grainger 10
- Gavotte (Gluck)—Piano Solo...Percy Grainger 10

- 33000-D Allegro Moderato In D Major (Haydn)—
Instrumental.....London String Quartet 10
- Scherzo Quartet In D Major (Tschaikowsky)
Instrumental.....London String Quartet 10

- 20001-D Indiana Moon (Jones)—Violin Solo,
Sascha Jacobsen 10
- Pale Moon (Logan)—Violin Solo,
Sascha Jacobsen 10

- A-5684 In the Clock Shop (Orth)....Prince's Orch. 12
- Chinese Wedding Procession (Hosmer),
Prince's Orch. 12

SACRED MUSIC

- 20000-D Lord, I'm Coming Home (Kirkpatrick)—
Baritone Solo.....Oscar Seagle 10
- I'm a Pilgrim (Schuler)—Baritone Solo,
Oscar Seagle 10

- 20-D Face To Face (Johnson)—Tenor Solo,
Lewis James 10
- Jesus, Lover of My Soul (March)—Tenor
Solo.....Lewis James 10

AEOLIAN CO.

ITALIAN RECORDS

- 70007 Ritorna Vincitor (Return Victorious!) (From
"Aida")—In Italian, Soprano (Rosa
Raisa)—Conducted by Gennaro Papi, Metro-
politan Opera House Conductor. 12

- O Patria mia (My Native Land) (From "Aida")
(Verdi)—In Italian, Soprano (Rosa Raisa)—
Conducted by Gennaro Papi, Metropolitan
Opera House Conductor. 12

- 60049 Di quella pira (Tremble, ye tyrants) (From
"Il Trovatore") (Verdi)—In Italian—Tenor—
Aeolian Orch. Accomp.....Giulio Crimi 10
- Ah, si ben mio (The Vows We Plighted) (From
"Il Trovatore") (Verdi)—In Italian—Tenor—
Aeolian Orch. Accomp.....Giulio Crimi 10

STANDARD

- 70030 Der Erlkönig (The Erlking) (Schubert)—In
German—Soprano—Piano Accomp. by Ivor
Newton (Recorded in England). 12

- Feldeinsamkeit (Brahms)—In German—Soprano
—Piano Accomp. by Ivor Newton (Recorded
in England).....Elena Gerhardt 12

- 60015 Love's Old Sweet Song (Bingham-Molloy)—Bari-
tone—Aeolian Orch. Accomp.....John Charles Thomas 10
- Trees (Kilmer-Tours)—Baritone—Aeolian Orch.
Accomp.....John Charles Thomas 10

STANDARD (IRISH)

- 24055 The Harp That Once Through Tara's Halls
(Thomas Moore)—Tenor—Aeolian Orch. Ac-
comp.....Colin O'More 10
- Colleen Aroon (Lily Strickland)—Tenor—Aeol-
ian Orch. Accomp.....Colin O'More 10

INSTRUMENTAL

- 010007 Treasure Waltz (Schatz-Walzer)—In Concert
Time (John Strauss) (Grammophon Streich
Orch.) (Recorded in Europe),
Gramophone String Orch. 12

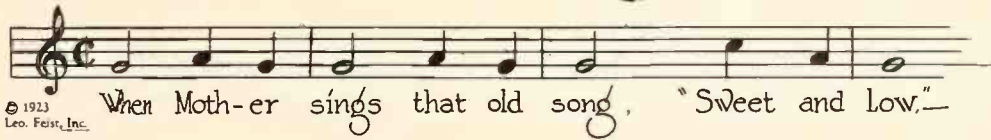
- Vienna Sweets (Wiener Bonbons)—Waltz—In
Concert Time (Joh. Strauss)—(Tanz Orch.—
Rosé Petösy) (Recorded in Europe), Dance
Orch.....Rosé Petösy 12

- 010008 Invitation to the Dance (Aufforderung zum
Tanz) (Strauss) (Recorded in Europe),
Dance Orch.....Rosé Petösy 12

(Continued on page 194)

When

Mother Sings "Sweet and Low"



"You can't go wrong with any FEIST song"

A Tuneful and Tender Melody Fox-Trot



YOU'LL JUST HAVE TO BE

Steppin' Out



WHEN YOU HEAR THIS GREAT TUNE

RELEASED FOR RECORDS & ROLLS

JEROME H. REMICK & Co. NEW YORK-CHICAGO-DETROIT

ADVANCE RECORD BULLETINS FOR JANUARY—(Continued from page 193)

- Tanz (Weber)—(Gramophone Streich Orch.) (Recorded in Europe). 12
Sonja—Russian Theme (Sonja—Russische Ballade) (Eugen Tartos)—(Tanz Orch.—Mahlke) (Recorded in Europe) Dance Orch.—Mahlke 12
INSTRUMENTAL (IRISH)
14704 Rakes of Kildare (Intro: "Irish Washerwoman") (Flanagan Brothers)—Irish Jig, 10
Green Mountain Reel (Intro: "The Teetotaler Reel") (Flanagan Brothers)—Irish Reel, 10
HAWAIIAN (VOCAL)
14700 Coral Sands of My Hawaii (Costello-Heagney)—Accomp. by Hawaiian Guitars and Ukulele (Ferra and Franchini)... Criterion Quartet 10
NOVELTY
14696 Dear Old Pal of Mine (Rebe-Ricc)—Sam Moore and Leroy Smeck... Hand Saw and Guitar I Dream I Dwell In Marble Halls (From "Bohemian Girl") (M. W. Balfe)—Guitars, Moore and Davis 10
DANCE
14697 Mamma Loves Papa (Papa Loves Mamma) (Friend-Baer)—Blues Fox-trot, 10
I've Got A Song for Sale (That My Sweetie Turned Down) (Jack Nelson)—Fox-trot, 10
14692 An Orange Grove In California (From "The Music Box Revue 1923") (Irving Berlin)—Fox-trot... The Bar Harbor Society Orch. 10
14705 Oh You Little Sun-uv-er-gun! (Solman-Howard) Fox-trot... The Bar Harbor Society Orch. 10
Easy Melody (Rodemich-Conley)—Fox-trot, 10
14707 Covered Wagon Days (Morrissey-Burrowes)—Piano Duet—Fox-trot, 10
Shake Your Feet (From "Ziegfeld's Follies of 1923") (Dave Stamper)—Piano Duet—Fox-trot... Frank Banta and Cliff Hess 10
14695 Sleep (Earl Lehieg)—Waltz... Selvin's Orch. 10
The West, A Nest and You (Yoell-Hill)—Waltz, Selvin's Orch. 10
14685 Perhaps (Harold Shaw)—Fox-trot, 10
Marcellonie (Dicker-Hoffman)—Fox-trot, 10
14706 Capricho (Caprice) (José Santis)—Tango, 10
Emil Coleman and His Club Trocadero Orch. 10
Cielito Mio (My Little Heaven) (Osvaldo N. Fresedo), 10
Emil Coleman and His Club Trocadero Orch. 10
MEXICAN—DANCE
14693 Amor Rojo (Love Red) (José Alvarez)—Danzon Tango—Fox-trot... The Castillians 10
Cielito Lindo (Beautiful Heaven)—Waltz, The Castillians 10
RACE BULLETIN
14709 Awful Moamin' Blues (Stanley Miller)—Cornet by Joe Smith—Piano Accomp. by Fletcher Henderson... Hazel Meyers 10
He's Never Gonna Throw Me Down (Blues) (Ilorace Brooks)—Cornet by Joe Smith—Piano Accomp. by Fletcher Henderson, Hazel Meyers 10
14708 He May Be Your Dog But He's Wearing My Collar (Blues) (Henry Creamer)—Piano Accomp. by Fletcher Henderson... Rosa Henderson 10
I Want My Sweet Daddy Now (Blues) (Donald Heywood)—Piano Accomp. by Fletcher Henderson... Rosa Henderson 10
VOCAL
14701 Lovey Came Back (Blues Song) (Lewis Young-Handman)—Accomp. by Selvin's Orch., Isabelle Patricola 10
Somebody's Wrong (Marshal-Egan-Whiting)—Accomp. by Selvin's Orch... Isabelle Patricola 10
14703 Somehow (I'm Always to Blame) (Roy B. Carson)—Ballad—Accomp. by the Bar Harbor Society Orch... Irving Kaufman 10
Why Should I Give My Love to You (West-Conrad-Siras)—Ballad—Accomp. by the Bar Harbor Society Orch... Irving Kaufman 10
14702 I'm Sittin' Pretty in a Pretty Little City (Davis-Baer-Santly)—Accomp. by Selvin's Orch., Irving Kaufman 10
Sittin' In A Corner (Kahn-Meyer)—Accomp. by Selvin's Orch... Irving Kaufman 10
14698 Kiss Me With Your Eyes (Brown-Spencer)—Tenor—Orch. Accomp... Lewis James 10
I'm Drifting Back to Dreamland (Duet) (Charlesworth-Harrison-Sadler)—Tenor and Baritone—Orch. Accomp... Lewis James and Elliott Shaw 10
14582 E la Farfalla Volala! (The Butterfly Flies Away) (Folk Song) (Genise-Lama)—In Italian—Tenor—Con Orch. Napoletana, Raffaele Balsamo 10
Senza Maria (Without Mary) (E. A. Nario)—In Italian—Tenor—Con Orch. Napoletana, Raffaele Balsamo 10

- 14699 Weiber Agesund of Eich (Comic Song) (Morris Rund)—In Jewish—Accomp. by Perez Sandler's Orch... Aaron Lebedeff 10
Moide Ani Raskazat (Comic Folk Song) (Morris-Rund)—In Jewish—Accomp. by Perez Sandler's Orch... Aaron Lebedeff 10

EDISON DISC RECORDS

- ALREADY RELEASED
SPECIALS
51251 Mother Goose Songs, No. 1... Lewis James 10
51254 O Sole Mio—Transcription—Piano Solo, Ferdinand Himmelmich 10
Frühlingsregen (Spring Showers)—Piano Solo, Victor Young 10
82305 L'Altra Notte in Fondo Al Mare—Mephistopheles... Claudia Muzio 10
Che me ne faccio del vostro castello?—Madame Sans-Gene... Claudia Muzio 10
80771 Answer... Ralph Errolle 10
Sweet Genevieve... Ralph Errolle and Chorus 10
FLASHES
51252 If I Knew You Then As I Know You Now—Fox-trot... Kaplan's Melodists 10
Tell All The Folks In Kentucky (I'm Coming Home)—Fox-trot... Atlantic Dance Orch. 10
51255 Melancholy—Fox-trot... Stevens' Trio 10
What Do You Do Sunday, Mary? (From the Musical Comedy "Poppy")—Fox-trot, McNapal's Dance Orch. 10
51258 Love (My Heart Is Calling You)—Fox-trot, Stevens' Trio 10
Are You Lonely?—Fox-trot... Stevens' Trio 10
51261 It Ain't Gonna Rain No Mo'... Wendell Hall 10
Samuel Johnson (Get Thee Gone From Here), Al Bernard and Ernest Hare 10
51260 Sweet Butter—Fox-trot... Kaplan's Melodists 10
You've Simply Got Me Cuckoo—Fox-trot, Kaplan's Melodists 10
51262 Moonlight Kisses (From "The Greenwich Village Follies")—Fox-trot... Stevens' Trio 10
Little Butterfly (From "Music Box Revue, 1923-24")—Fox-trot... Ernest Stevens' D. Orch. 10
GENERAL LIST
51253 When You Walked Out Someone Else Walked Right in—Fox-trot... Ernest Stevens' D. Orch. 10
Love Tales—Fox-trot... Kaplan's Melodists 10
51259 Kitty (The Blarney Stone), Walter Scanlan and Chorus 10
A Bit o' Pink and White (The Blarney Stone)... Walter Scanlan and Chorus 10
80772 Day Is Dying In The West... Metropolitan Quartet 10
Somebody Knows... Metropolitan Quartet 10
51263 The Old Folks At Home... Vernon Dalhart 10
Just For Remembrance (Bring Me A Red, Red Rose)... Charles Hart and Chorus 10
51264 Just A Girl That Men Forget Waltz, Stevens' Trio 10
Chansonette—Fox-trot... Don Parker's Dance Orch. 10
51265 Sittin' In A Corner—Fox-trot, Nathan Glantz and His Orch. 10
Open Your Heart (From "Runnin' Wild")—Fox-trot... Charlie Kerr's Orch. 10
59510 Die Balmjewe... Sam Silberhusch and Co. 10
El Tashlichenu... Sam Silberhusch 10
59512 Der Griner Janitor, Sam Silberhusch and Sadie Wachtel 10
Yente Telebennie Kojft a record, Sam Silberbusch and Co.

EDISON BLUE AMBEROL RECORDS

- 4807 Pretty Peggy (From "Vanities of 1923")—Fox-trot... Willie Creager's Dance Orch. 10
4808 Marcheta—Medley Fox-trot "A Love Song of Old Mexico" (Intro: "A Night In Granada"), McNapal's Dance Orch. 10
4810 Cut Yourself A Piece Of Cake (And Make Yourself At Home)... Billy Jones and Ernest Hare 10
4811 Knice an Knifty—Piano Novelty... Ernest L. Stevens 10
4812 Just A Girl That Men Forget... Jim Doherty 10
4813 Roll Along Missouri—Waltz, McNapal's Dance Orch. 10
4814 The Gold-Digger (Dig A Little Deeper)... Billy Jones 10
4815 Dreamy Melody—Medley Waltz (Intro: "Rocky Mountain Moon")... McNapal's Dance Orch. 10

OKEH RECORDS

- DANCE RECORDS
4939 Foolish Child (Lindsay McPhail-Roy Bargy)—Fox-trot... Markels Orch. 10
You Are Easy to Remember (But Not So Easy to Forget) (Will Collins-Eck Cameron)—Fox-trot... Markels Orch. 10
4940 Beaucoque de Jazz (Lots of Jazz) (Thomas Morris)—Fox-trot, Thomas Morris Past Jazz Masters 10
Those Blues (Bob Miley)—Fox-trot, Thomas Morris Past Jazz Masters 10

- 4943 Ala Moana (Johnny Noble)—Fox-trot, Marimba Quintet 10
Indiana Moon (Isham Jones)—Waltz, Marimba Quintet 10
4944 Sun-kist Rose (Cal De Voll)—Fox-trot, V. Lopez and His Hotel Pennsylvania Orch. 10
Midnight Rose (Lew Pollack)—Fox-trot, V. Lopez and His Hotel Pennsylvania Orch. 10
4946 Covered Wagon Days (Will Morrissey-Joe Burrowes)—Fox-trot, V. Lopez and His Hotel Pennsylvania Orch. 10
Sittin' in a Corner (Geo. W. Meyer)—Fox-trot, V. Lopez and His Hotel Pennsylvania Orch. 10
4947 Mississippi Ripples (James F. Hanley-Mary Earl)—Waltz, Singing Chorus, Rega Dance Orch. 10
Chick-a-Dee (Louis Breau)—Fox-trot, Incidental Whistling by Sibly Sanderson Fagan; Xylophone by Joe Green, Blue Diamond Dance Orch. 10
4949 Will You Always Love Me? (Lou Traveller-Henry Halstead)—Fox-trot, Green Brothers' Marimba-Saxo Band 10
Marcellonie (Sam Dicker-Al Hoffman)—Fox-trot, Green Brothers' Marimba-Saxo Band 10
4950 Marcheta (Victor L. Schertzinger)—Waltz, with Singing Chorus... Rega Dance Orch. 10
What Could Be Sweeter (Gus Kahn-Louis Panico-Isham Jones)—Fox-trot... Markels Orch. 10
4951 Oh! Sister, Ain't That Hot? (Harry White-Will Donaldson)—Fox-trot, with Singing Chorus by Billy Jones... Rega Dance Orch. 10
Hot Roasted Peanuts (Louis Breau-Chas. Tobias-Harry Tobias)—Fox-trot, with Singing Chorus by Ernest Hare, Blue Diamond Dance Orch. 10
4953 Easy Melody (Larry Conley-Gene Rodemich)—Fox-trot... The Yellow Jackets 10
Where Niagra Falls (Turner Layton)—Fox-trot... The Yellow Jackets 10
4954 When Will the Sun Shine for Me? (Benny Davis-Ahner Silver)—Fox-trot, The Yellow Jackets 10
Steal a Little Kiss While Dancing (Ernest E. Sutton)—Waltz... Rega Dance Orch. 10
3073 Bouquet of Roses (Intro: "Rose of Washington Square," "Last Rose of Summer," "Second-Hand Rose," "Mighty Lak' a Rose," "My Wild Irish Rose" and "Roses of Picardy")—Medley Fox-trot, V. Lopez and His Hotel Pennsylvania Orch. 12
Excerpts From "Carmen" (From the Opera "Carmen") (Bizet) (Arranged by Onivas)—Fox-trot, V. Lopez and His Hotel Pennsylvania Orch. 12
VOCAL RECORDS
4941 Three Thousand Years Ago (Alex. Gerber-Jack Egan)—Tenor, with Orch... Fred Hillebrand 10
Oh! Min (Con Conrad)—Tenor, with Orch., Fred Hillebrand 10
4942 I Wish I Had Someone to Cry Over Me (Mitchel Parish-Eleanor Young-Harry D. Squires)—Tenor, with Orch... Lewis James 10
When Clouds Have Vanished and Skies Are Blue (William R. Clay-Chas. L. Johnson)—Tenor, with Orch... Lewis James 10
4945 Pal of My Dreams (Chas. E. Roat)—Tenor, with Orch... Lewis James 10
Kiss Me With Your Eyes (Fleta Jan Brown-Herbert Spencer)—Tenor, with Orch., Lewis James 10
4948 That's a Lot of Bunk (Al Wilson-Jas. A. Brennan-Mack Henshaw)—Tenor-baritone Duet, with Orch... Billy Jones-Ernest Hare 10
Last Night on the Back Porch (I Loved Her Best of All) (Lew Brown-Carl Schraubstader) Tenor-baritone Duet, with Orch., Billy Jones-Ernest Hare 10
4952 That Old Gang of Mine (Billy Rose-Mort Dixon-Ray Henderson)—Tenor, with Orch., Lewis James 10
Mexicali Rose (Helen Stone-Jack B. Tenney)—Tenor, with Orch... Lewis James 10
4955 Marcheta (Victor L. Schertzinger)—Tenor, with Orch... Lewis James 10
I Love You (From the musical comedy "Little Jessie James") (Harlan Thompson-Harry Archer)—Tenor, with Orch... Lewis James 10
4956 Out There in the Sunshine With You (I. Keirn Brennan-Ernest R. Ball)—Tenor, with Orch., Charles Hart 10
Tell All the Folks in Kentucky (I'm Comin' Home) (Irving Berlin)—Tenor, with Orch., Vernon Dalhart 10
4957 Cinderella (Elsie Jean)—Baritone, with Orch., Joseph Phillips 10
The Pied Piper (Elsie Jean)—Baritone, with Orch., Joseph Phillips 10
4958 The Three Bears A-singing Go (Elsie Jean)—Baritone, with Orch... Joseph Phillips 10
Hansel and Gretel (Elsie Jean)—Baritone, with Orch., Joseph Phillips 10
RACE RECORDS
8093 Troubled Blues (Sara Martin-Porter Grainger)—With Piano Accomp... Sara Martin 10
I'm Satisfied (Don Heywood-Porter Grainger)—With Piano Accomp... Sara Martin 10
8095 Grievous Blues (Fannie Goosby)—Contralto Solo,

ADVANCE RECORD BULLETINS FOR JANUARY—(Continued from page 194)

- Piano and Cornet Accomp., by Clarence Williams and Thomas Morris... Fannie Goosby 10
- I've Got the Blues, That's All (Goosby-Brockman)—Contralto Solo, Piano and Cornet Accomp. by Clarence Williams and Thomas Morris... Fannie Goosby 10
- 8096 Down on the Levee Blues (Stanley-Miller)—Contralto Solo, Accomp. by King Bechet Trio, Rosetta Crawford 10
- Lonesome Woman's Blues (Dave Payton)—Contralto Solo, Accomp. by King Bechet Trio, Rosetta Crawford 10
- 8098 Don't Blame Me (Hulbert Esmere-George Butts)—Contralto Solo, with Piano Accomp., Baby Benbow 10
- Down Home Gal (Hulbert Esmere-George Butts)—Contralto Solo, with Piano Accomp., Baby Benbow 10
- 8100 Elephant's Wobble (Bennie Moten)—Fox-trot, Bennie Moten's Kansas City Orch. 10
- Crawd' Blues (Bennie Moten)—Fox-trot, Bennie Moten's Kansas City Orch. 10
- 8101 Break o' Day Blues (Sylvester Kimbrough)—Contralto Solo, Accomp. by Bennie Moten's Kansas City Orch. Ada Brown 10
- Evil Mama Blues (Ruth S. Wise)—Contralto Solo, Accomp. by Bennie Moten's Kansas City Orch. Ada Brown 10
- 8102 Chattanooga Blues (Paul Banks)—Contralto Solo, Accomp. by Bennie Moten's Kansas City Orch. Mary H. Bradford 10
- Selma Bama Blues (Paul Banks)—Contralto Solo, Accomp. by Bennie Moten's Kansas City Orch. Mary H. Bradford 10
- 8103 Peachtree Man Blues (Guilford Payne)—Tenor Solo, Piano Accomp. by Eddie Heywood, Guilford (Peachtree) Payne 10
- You Don't Worry My Mind (Guilford Payne)—Tenor Solo, Piano Accomp. by Eddie Heywood, Guilford (Peachtree) Payne 10

- 2499 Last Night on the Old Back Porch (Brown-Schraubstader)—Fox-trot—For Dancing—With vocat (chorus)... Carl Denton's Orch. 10
- Chick-A-Dee (Stark-Breau)—Fox-trot—For Dancing... Carl Denton's Orch. 10
- 2500 Easy Melody (Conley-Rodemich)—Fox-trot—For Dancing... Isam Jones Orch. 10
- Somebody's Wrong (Marshall-Egan-Whiting)—Fox-trot—For Dancing... Isam Jones Orch. 10
- 2504 Before You Go (Schonberger-Schonberger-Lyman)—Fox-trot—For Dancing... Lyman's California Ambassador Hotel Orch. 10
- Weary Weazel (Lopez)—Fox-trot—For Dancing... Lyman's Cantornia Ambassador Hotel Orch. 10
- 2505 Chansonette (Friml-Paskman-Spaeth)—Fox-trot—For Dancing... Oriole Orch. 10
- Bonnie (Hirsch-Frey)—Fox-trot—For Dancing... Oriole Orch. 10
- 2506 Stealing To Virginia (Kahn-Donaldson)—Fox-trot—For Dancing... Isam Jones Orch. 10
- Mama Loves Papa (Friend-Baer)—Fox-trot—For Dancing... Isam Jones Orch. 10
- 2507 Just Hot (Signorelli-McHugh-Napoleon-Smith)—Fox-trot—For Dancing... The Cotton Pickers 10
- Shuffin' Mose (Lottman-Signorelli-Napoleon-Smith)—Fox-trot—For Dancing... The Cotton Pickers 10
- 2517 Japanese Sunset (Deppen-Zamecnik)—Fox-trot—For Dancing... Paul Ash and His Granada Orch. 10
- Rosita (Dupont)—Fox-trot—For Dancing... Paul Ash and His Granada Orch. 10
- 2508 Sittin' In A Corner (Kahn-Meyer)—Fox-trot—For Dancing... Isam Jones Orch. 10
- Love Is Just A Flower (Schonberger-Billings-Lyman)—Fox-trot—For Dancing... Isam Jones Orch. 10
- 2509 Foolish Child (Nelson-McPhail-Bargy)—Fox-trot—For Dancing... Oriole Orch. 10
- Carolita (Costello-Levisohn)—Fox-trot—For Dancing... Oriole Orch. 10

- 2510 That's My Baby (Friend-Claire-Murphy)—Fox-trot—For Dancing... Oriole Orch. 10
- Ev'ry Night I Cry Myself to Sleep Over You (Johnson-Wood-Bibo)—Fox-trot—For Dancing... Oriole Orch. 10
- 2511 Mississippi Ripples (Earl-Hanley)—Waltz—For Dancing... Castlewood Marimba Band 10
- Steal A Little Kiss While Dancing (Little-Sutton)—Waltz—For Dancing... Castlewood Marimba Band 10
- 2512 No, No, Nora (Kahn-Fiorito-Erdman)—Fox-trot—Piano Duet—For Dancing... Phil Ohman and Victor Arden 10
- Nashville Nightingale (Caesar-Gershwin)—Fox-trot—Piano Duet—For Dancing... Phil Ohman and Victor Arden 10
- 2513 Stealing To Virginia (Kahn-Donaldson)—Comedienne with Orch... Marion Harris-Cooper 10
- Your Mama's Gonna Slow You Down (Wells-Cooper)—Comedienne with Orch... Marion Harris 10
- 2514 Mama Goes Where Papa Goes (Or Papa Don't Go Out Tonight) (Yellen-Ager)—Comedienne with Orch... Margaret Young 10
- What Do They Mean By Love (Whiting-Yellen-Franklin)—Comedienne with Orch... Margaret Young 10
- 2501 Mean, Mean Mama (Parish-Young-Squires)—Fox-trot—For Dancing... Vic Meyers' Hotel Butler Orch. 10
- Shake It and Break It (Clark-Friscoe)—Fox-trot—For Dancing... Vic Meyers' Hotel Butler Orch. 10

GENNETT LATERAL RECORDS

- 5235 Keep On Singing—Baritone... Homer Rodeheaver 10
- Jesus Loves You—Baritone... Homer Rodeheaver 10

ODEON RECORDS

RECORDED IN EUROPE

- 3074 Carnival of Venice (Arban)—Cornet Solo, with Orch. Accomp. 12
- Midnight—Fantasie (Carlini)—Cornet Solo, with Orch. Accomp. 12
- 3075 Transcription of Schubert Melodies—Part I—Orch... Marek Weber and His Orch. 12
- Transcription of Schubert Melodies—Part II—Orch... Marek Weber and His Orch. 12
- 3076 Kammenoi-Ostrow (Rêve angélique) (Rubinstein)—Orch... Dajos Bela and His Orch. 12
- Narcissus (Nevin)—Orch... Dajos Bela and His Orch. 12
- 5026 Hungarian Dance No. 5 (J. Brahms)—Symphony Orch... Eduard Mörke and the Orch. of the German Opera House, Berlin 12
- Hungarian Dance No. 6 (J. Brahms)—Symphony Orch... Eduard Mörke and the Orch. of the German Opera House, Berlin 12
- 5030 Flying Dutchman—Wirst du des Vaters Wahl nicht schelten? (Dost thou approve thy Father's choice?) (Richard Wagner)—Soprano and Baritone Duet, with Orch. Accomp. (Sung in German), Emmy Heckmann-Bettendorf-Werner Engel 12
- Flying Dutchman—Ach konntest du das Schicksal ahnen (Oh, could you know the Fate) (Richard Wagner)—Soprano and Baritone Duet, with Orch. Accomp. (Sung in German), Emmy Heckmann-Bettendorf-Werner Engel 12
- 5012 FONOTIPIA RECORD (RECORDED IN EUROPE)
- 6012 Trovatore—Di quella pira (Tremble, Ye Tyrants) (Verdi)—Tenor, with Orch. (Sung in Italian) Nino Piccaluga 10
- L'Ultima Canzone (The Last Song) (Tosti)—Tenor, with Orch. (Sung in Italian), Nino Piccaluga 10

CARMEN ALBUM SET

- (3 12-inch Odeon Records, Complete, in Special Album)
- 5027 Carmen—Prelude (Bizet)... Dr. Weissman and the Orch. of the State Opera House, Berlin 10
- Carmen—First Intermezzo (Bizet)... Dr. Weissman and the Orch. of the State Opera House, Berlin 10
- 5028 Carmen—Second Intermezzo (Bizet)... Dr. Weissman and the Orch. of the State Opera House, Berlin 10
- Carmen—Chorus of the Smugglers (Bizet)... Dr. Weissman and the Orch. of the State Opera House, Berlin 10
- 5029 Carmen—Third Intermezzo (Bizet)... Dr. Weissman and the Orch. of the State Opera House, Berlin 10
- Carmen—Ballet (Bizet)... Dr. Weissman and the Orch. of the State Opera House, Berlin 10

BRUNSWICK RECORDS

- 15012 For You Alone (O'Reilly-Giehl)—Tenor, with Orch... Mario Chamlee 10
- Dreams of Long Ago (Carroll-Caruso)—Tenor, with Orch... Mario Chamlee 10
- 50043 Aida—O patria mia (My Native Land) (Act III) (Verdi)—Soprano, with Orch.; in Italian, Elisabeth Rethberg 10
- Aida—Ritorna vincitor (Return Victorious) (Act I) (Verdi)—Soprano, with Orch.; in Italian, Elisabeth Rethberg 10
- 15061 Haiden-Röslein (Hedge-Roses) (Schubert)—Soprano, with Orch.; in German... Claire Dux 10
- In Einem Kühlen Grunde (The Broken Ring) (Glück)—Soprano, with Orch., in German, Claire Dux 10
- 50044 Scherzo in B Minor (Op. 20, No. 1) (Chopin)—Pianoforte Solo... Josef Hofmann 10
- Nocturne in F Sharp Major (Op. 15, No. 2) (Chopin)—Pianoforte Solo... Josef Hofmann 10
- 20015 Faust (Ballet Music)—Waltz, Corps de Ballet—Cleopatra's Dance (Gounod)—Concert Orch., Capitol Grand Orch. (Capitol Theatre, New York) Erno Rapec, Conductor 10
- Faust (Ballet Music)—Hellen's Dance—Bacchante (Gounod)—Concert Orch., Capitol Grand Orch. (Capitol Theatre, New York) Erno Rapec, Conductor 10
- 20012 Prince of Pilsen (Opening Chorus, "To Law's Command We Bow"—Stein Song, "Heidelberg," "Sweetheart, I Love You Ever," "Message of the Violet," "Pretty City Widow"—Finale, "Up! Boys, Hear the Bugle Blow")—Mixed Voices with Orch. (Luders), Brunswick Light Opera Co. 10
- Naughty Marietta (Opening Chorus, "Ah, Love Is Sweet," "I'm Falling in Love with Someone," Italian Street Song—"Tramp, Tramp, Tramp," "It's Pretty Soft for Simon," "Dream Melody"—Finale, Italian Street Song)—Mixed Voices with Orch. (Victor Herbert), Brunswick Light Opera Co. 10
- 2516 Indiana Moon (Davis-Jones)—Tenor with Orch., Allen McQuhae 10
- Out There in the Sunshine With You (Ball-Brennan)—Tenor with Orch... Allen McQuhae 10

"THE ROLL OF HONOR"

Our only concern is to manufacture rolls that will stimulate the player industry to the utmost. Our efforts are concentrated upon the volume production of one grade of U. S. Rolls, as the only means of assuring incomparable value.

The player industry can only be promoted by the best rolls that skill and money can provide.

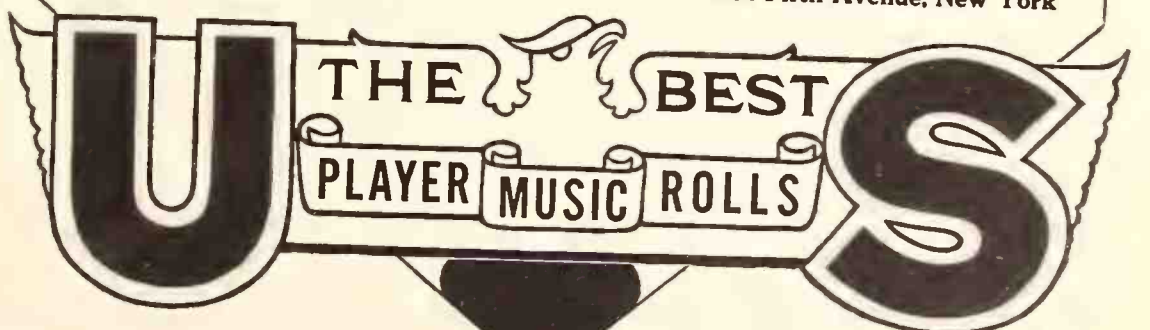
U. S. Rolls Are Not Competitive!

Neither Dealers in Nor Makers of Musical Instruments Are Financially Interested in the Manufacture of U. S. Rolls

UNITED STATES MUSIC COMPANY

2934-2938 West Lake Street, Chicago

122 Fifth Avenue, New York



Sell U. S. Rolls—You'll Sell More Players!

ADVANCE RECORD BULLETINS FOR JANUARY—(Continued from page 195)

- I-5266 Aure D' Amore (Becucci).....Iasilli's Band
- La Pitiglianse (Fabi).....Iasilli's Band
- 5274 Krooked Blues (Spikes Bros.)—Fox-trot.....King Oliver and His Creole Jazz Band
- Alligator Hop (Oliver-Picon)—Fox-trot.....King Oliver and His Creole Jazz Band
- 5275 Zulus Ball (Oliver-Johnson)—Fox-trot.....King Oliver and His Creole Jazz Band
- Workingman Blues (Oliver-Hardir)—Fox-trot.....King Oliver and His Creole Jazz Band
- 5276 That Sweet Something Dear (Spikes Bros.)—Fox-trot.....King Oliver and His Creole Jazz Band
- If You Want My Heart (Marie-Beaulieu)—Fox-trot.....King Oliver and His Creole Jazz Band
- S-5277 El Sepulturero (R. Garcia Arellano). Orquesta Texana
- Ojos De Juventud (Vals lento) (Arturo Tolentino).....Orquesta Texana
- 5278 When Clouds Have Vanished And Skies Are Blue (Johnson-Clay)—Waltz.....Wood's Orch.
- Why Don't My Dreams Come True (Flood-Patten)—Waltz.....Wood's "Bijou" Orch.
- 5279 The West, A Nest And You (Joell-Hill)—Contralto and Tenor.....Ellerman-Errole
- Just to Hide Away With You (Van Alstyne-Gillespie)—Contralto and Tenor.....Ellerman-Errole
- 5280 Tweet Tweet (Van Alstyne-Gillespie)—Fox-trot.....National Orch. of America
- You Darling You (Brockman)—Fox-trot.....Harry Reser's Orch.
- 5281 If I Can't Get the Sweetie I Want (I Pity the Sweetie I Get).....Harry Reser's Orch.
- Mama Loves Papa—Fox-trot.....Porter's Blue Devils
- 5282 Walk, Jenny, Walk! (Creamer-Wooding-Shafer)—Fox-trot.....Porter's Blue Devils
- Hot Dawg! (Hanniboe Maguire)—Fox-trot.....Porter's Blue Devils
- 5283 Cherish The Ladies (Jig).....Tom Ennis, Irish Pipes
- Irish Reel Medley.....Tom Ennis, Irish Pipes
- 5286 Cruel Woman (Hitch-McDowell-D. Neal), The Happy Harmonists
- Home Brew Blues (M. Neal-May-Rollison), The Happy Harmonists
- 5287 Medley of Old Time Songs—Banjo Duet, Case-Johnson
- Medley of Southern Songs—Banjo Duet, Case-Johnson
- 5288 Rememb'ring (The Duncan Sisters)—The California Wonderers.....Lewis James sings Chorus
- Sleep (Lebig).....Wood's Bijou Orch.
- 5289 Wolverine Blues (Joys) (Morton), Ferd (Jelly Roll) Morton
- King Portor (A Stomp) (Morton), Ferd (Jelly Roll) Morton
- 5290 Easy Melody (Conley-Rodemich)—Fox-trot, Bailey's Lucky Seven
- Covered Wagon Days (Morrissey-Burrows)—Fox-trot.....Bailey's Lucky Seven
- 5291 Sweet Butter (Cohn)—Fox-trot.....The Vagabonds
- Sittin' In A Corner (Kahn-Meyer)—Fox-trot, The Vagabonds
- 5292 Graveyard Dream Blues (Cox).....Josie Miles
- He's Never Gonna Throw Me Down (Miles-Brooks).....Josie Miles
- 5293 You Can't Make A Fool Out Of Me (Cunningham-Van Alstyne).....Chas. Harrison
- You Didn't Care When You Broke My Heart (So Why Should I Care Now) (Johnson-Russell).....Chas. Harrison
- 5294 I Still Believe In You (Sterling-Chase)—Waltz, Hawaiian Entertainers
- Love Is All I Ask Of You (Henry), Hawaiian Entertainers
- 5295 Why Should I Give My Love To You (West-Conrad-Siras).....Lewis James
- Why Must My Pal Grow Old (Daniels-Fitzgibbons).....Lewis James
- 5296 Hibiscus Blooms (Dickerman)—Waltz, The Sunshine Orch.
- Fluttering Butterfly (Glantz-De Bueris), Nathan Glantz
- 5297 He's an Odd Fellow (Hunt).....Criterion Quartet
- Sabre and Spurs (Sousa).....Gennett Military Band
- 5298 You've Simply Got Me Cuckoo (Hirsch-Greer), Michael O'Connell
- Happy And Go Lucky In My Old Kentucky Home (Gaskill).....O'Connell-Smalley
- 5299 Sittin' In A Corner (Kahn-Meyer), Ellen Louise Collins
- The Old Folks At Home (Kahn-Egan-Whiting), Vernon Dalhart
- 5300 Linger Awhile (Rose-Owens)—Fox-trot, Bailey's Lucky Seven
- That Bran' New Gal (Van-Schenck-Davis-Akst)—Fox-trot.....Bailey's Lucky Seven
- 5301 Roamin' To Wyomin' (Clare-Donaldson)—Fox-trot.....Bailey's Lucky Seven
- Not Here, Not There (Dixon-Fox-Breuer)—Fox-trot.....Bailey's Lucky Seven
- 5302 Old Time Melodies (Part I)—Fox-trot—(Medley Intro: "When You and I Were Young Maggie," "Silver Threads Among the Gold" and "In The Gloaming"). The Four Musical Minstrels
- Old Time Melodies (Part II)—Fox-trot—(Medley Intro: "Annie Laurie," "Last Rose of Summer" and "Blue Bells of Scotland"). The Four Musical Minstrels
- 2535 Die Post Im Walde (Walzer).....National Kapelle
- Die Lustigen Brüder (Polka).....National Kapelle
- 2536 Geburtstags (Walzer).....National Kapelle
- Blaue Auglein (Polka).....National Kapelle

EMERSON RECORDS

LATEST DANCE HITS

- 10686 Mamma Loves Papa, Papa Loves Mamma—Fox-trot, Vocal Chorus by Billy Burt, Pennsylvania Syncopators
- Walk, Jenny, Walk!—Fox-trot, Vocal Chorus by Billy Burt.....Pennsylvania Syncopators
- 10687 Linger Awhile—Fox-trot.....Emerson Dance Orch.
- Chansonette—Fox-trot.....Emerson Dance Orch.
- 10688 My Lovey Came Back—Fox-trot, Pennsylvania Syncopators
- That Bran' New Gal—Fox-trot, Pennsylvania Syncopators
- 10689 Take, Oh! Take, Those Lips Away (From "Ziegfeld Follies")—Fox-trot.....Glantz and His Orch.
- Swanee River Blues (From "Ziegfeld Follies")—Fox-trot.....Glantz and His Orch.
- LATEST SONG HITS
- 10690 Linger Awhile—Tenor Solo, Orch. Accomp., Hugh Donovan
- Sittin' in a Corner—Tenor Solo, Orch. Accomp., Jack Boyle
- 10691 You Wanted Someone to Play With, I Wanted Someone to Love—Tenor Solo, Orch. Accomp., Jack Boyle
- Already—Tenor Solo, Orch. Accomp., Hugh Donovan
- 10685 Roses of Picardy—Tenor Solo, Orch. Accomp., Hugh Donovan
- Kiss Me With Your Eyes—Tenor Solo, Orch. Accomp., Hugh Donovan

PATHE PHONOGRAPH & RADIO CORP.

- SACRED
- 021084 Silent Night, Holy Night (Gruber), Placide Morency
- Adeste Fideles (Oh, Come, All Ye Faithful) (Portugal).....Placide Morency
- SPECIAL IMMEDIATE RELEASES
- DANCE
- 036012 Take, Oh Take, Those Lips Away—Fox-trot, Lanin's Arcadians
- Linger Awhile—Fox-trot.....Golden Gate Orch.
- 036013 Dear Old Lady—Fox-trot.....Casino Dance Orch.
- Rememb'ring (From "Topsy and Eva")—Fox-trot.....Nathan Glantz and His Orch.
- 036014 You've Simply Got Me Cuckoo—Fox-trot, Nathan Glantz and His Orch.
- That Bran' New Gal—Fox-trot, Nathan Glantz and His Orch.
- 036017 Wedding Bells—Waltz.....Max Terr and His Orch.
- Half-Past Ten—Waltz, Fry's Million Dollar Pier Orch.
- 036018 Sleep—Waltz.....Max Terr and His Orch.
- The West, A Nest And You—Waltz, Casino Dance Orch.
- 036019 Tin Roof Blues (Fox-trot Blues), Original Indiana Five
- St. Louis Gal (Fox-trot Blues), Original Indiana Five
- POPULAR VOCAL
- 032009 Pal Of My Dreams.....Robert Judson
- I'm Drifting Back To Dreamland.....Apollo Male Trio
- 032012 Sittin' In A Corner.....Harry Blake
- Last Night On The Back Porch (I Loved Her Best Of All).....Harry Blake-Robert Judson
- REGULAR—DANCE
- 036011 Roamin' to Wyomin'—Fox-trot.....Lanin's Arcadians
- Lovey Came Back—Fox-trot.....Lanin's Arcadians
- 036015 Little Butterfly (From "Third Annual Music Box Revue")—Fox-trot, Nathan Glantz and His Orch.
- Lonesome Cinderella (From "Ziegfeld Follies")—Fox-trot.....Nicholas Orlando and His Orch.
- 036016 Do Doodle Oom—Fox-trot.....New Synco Band
- Land of Cotton Blues—Fox-trot.....New Synco Band
- POPULAR VOCAL
- 032010 Little Boy.....Frank Sterling
- Stay Home, Little Girl, Stay Home, Frank Bessinger
- 032011 You Didn't Want Me When I Wanted You (I'm Somebody Else's Now).....Charles Cinway
- Why Must My Pal Grow Old?.....Charles Cinway
- DANCE
- 036017 Wedding Bells—Waltz.....Max Terr and His Orch.
- Half-past Ten—Waltz, Fry's Million Dollar Pier Orch.
- RACE RECORDS
- 032013 All the Time, Mary Jackson and Perry Bradford's Jazz Phoofs
- Who'll Get It When I'm Gone, Mary Jackson and Perry Bradford's Jazz Phoofs
- 032014 Graveyard Dream Blues.....Matie Hite
- Mason-Dixon Blues.....Matie Hite
- 032015 Mistreatin' Daddy.....Lena Wilson
- Love Ain't Blind No More.....Lena Wilson
- STANDARD VOCAL
- 021092 Old Time Medley, Part 7 (Intro.: (1) Aunt Dinah's Quilting Party; (2) Lika Me, Lika You; (3) Maggie Murphy's Home; (4) Au Revoir, But Not Good-bye; (5) Good-bye, Broadway).....Shannon Four
- Old Time Medley, Part 8 (Intro.: (1) Mary; (2) Sweet Sixteen; (3) I Don't Want to Play in Your Yard; (4) Dear Old Girl; (5) Good-night, Ladies).....Shannon Four
- SACRED
- 021093 The Holy City.....Helen Clark
- The Hymns of the Old Church Choir, Shannon Four
- INSTRUMENTAL
- 021090 Irish Jigs (Medley)—Irish Pipes.....Tom Ennis
- Irish Reels (Medley)—Irish Pipes.....Tom Ennis
- HAWAIIAN
- 021091 Love Is All I Ask of You, Ferera's Hawaiian Instrumental Quartet
- I Still Believe in You, Ferera's Hawaiian Instrumental Quartet
- CLASSIC
- 025110 Roses of Picardy (Wood).....Craig Campbell
- Mary of Argyle (Nelson).....Craig Campbell

REGAL RECORDS

DANCE RECORDS

- 9567 Oh, Gee! Oh, Gosh! Oh, Golly! I'm in Love—Fox-trot, Vocal Chorus by Billy West, Hollywood Dance Orch.
- Sweet Old Chesapeake Bay—Fox-trot, Hollywood Dance Orch.
- 9568 Mamma Loves Papa, Papa Loves Mamma—Fox-trot, Vocal Chorus by Arthur Hall, Missouri Jazz Band
- Walk, Jenny, Walk—Fox-trot, Vocal Chorus by Billy West.....Missouri Jazz Band
- 9569 When It's Night Time in Italy It's Wednesday Over Here—Fox-trot, Vocal Chorus by Billy West.....Hollywood Dance Orch.
- Some Day—Fox-trot.....Hollywood Dance Orch.
- 9570 Swanee River Blues (From "Ziegfeld Follies, 1923")—Fox-trot.....Sam Lanin's Orch.
- Take, Oh Take, Those Lips Away (From "Ziegfeld Follies, 1923")—Fox-trot, Sam Lanin's Orch.
- 9571 Not Here, Not There—Fox-trot, Roseland Dance Orch.
- I've Got a Song for Sale—Fox-trot, Roseland Dance Orch.
- 9572 Little Butterfly ("Music Box Revue, 1923")—Fox-trot.....Continental Dance Orch.
- Old Fashioned Love (From "Runnin' Wild")—Fox-trot.....Continental Dance Orch.
- 9573 House of David Blues—Fox-trot, Original Memphis Five
- Oh, Sister, Ain't That Hot—Fox-trot, Original Memphis Five
- 9574 Sure as You're Born You're From Kentucky—Fox-trot.....Sam Lanin's Orch.
- Roamin' to Wyomin'—Fox-trot.....Sam Lanin's Orch.
- 9575 You Didn't Want Me When I Wanted You—Waltz.....Roy Collins' Orch.
- Good-Night—Waltz.....Roy Collins' Orch.
- POPULAR VOCAL RECORDS
- 9576 Stay Home, Little Girl, Stay Home—Tenor Solo, Orch. Accomp.....Vernon Dalhart
- Mamma's Little Silver Lining—Tenor Solo, Orch. Accomp.....Chas. Dalton
- 9577 I'm Sitting Pretty in a Pretty Little City—Duet, Orch. Accomp.....Thomas-West
- Why Don't My Dreams Come True—Tenor Solo, Orch. Accomp.....Chas. Dalton
- 9578 Sittin' in a Corner—Tenor Solo, Orch. Accomp., Lou Hayes

- Lovey Came Back—Tenor Solo, Orch. Accomp., Billy West
- 9579 Sweet Henry, the Pride of Tennessee—Tenor Solo, Orch. Accomp.....Billy West
- The Old Folks at Home—Tenor Solo, Orch. Accomp.....Vernon Dalhart
- 9580 Roses of Picardy—Tenor Solo, Orch. Accomp., Hugh Donovan
- A Kiss in the Dark—Soprano Solo, Orch. Accomp., Jane Bartlett
- HAWAIIAN RECORDS
- 9581 Silver Threads Among the Gold—Hawaiian Guitars.....Ferera's Hawaiian Serenaders
- Ben Bolt—Hawaiian Guitars, Ferera's Hawaiian Serenaders

FEDERAL RECORDS

DANCE

- 5345 In Love With Love (From "The Stepping Stones")—Fox-trot.....Hackel-Berge Orch.
- Moonlight Kisses (From "Greenwich Village Follies")—Fox-trot.....Savoy Dance Orch.
- 5346 So This Is Love (From "Little Miss Blue-beard")—Waltz.....Hackel-Berge Orch.
- Chansonette—Fox-trot.....Hackel-Berge Orch.
- 5347 Linger Awhile—Fox-trot.....Golden Gate Orch.
- You—Fox-trot.....Golden Gate Orch.
- 5348 Arcady—Fox-trot.....Majestic Dance Orch.
- Lovey Came Back—Fox-trot.....Majestic Dance Orch.
- 5349 That Bran' New Gal of Mine—Fox-trot, The Carolinians
- Sweet Henry—Fox-trot.....The Carolinians
- 5350 Sweet Butter—Fox-trot.....Miami Beach Orch.
- Rememb'ring—Fox-trot.....Miami Beach Orch.
- VOCAL
- 5351 Somewhere in the World—Tenor Solo, Charles Harrison
- Pinin' for You—Tenor Solo.....Charles Harrison
- 5352 Dear Old Lady—Tenor Solo.....George Wilton Ballard
- You're in Kentucky Sure as You're Born—Tenor Solo.....Vernon Dalhart
- 5353 Why Should I Give My Love to You?—Tenor Solo.....Charles Harrison
- If the Rest of the World Don't Want You—Tenor Solo.....George Wilton Ballard
- 5354 I'm Goin' South—Baritone Solo.....Ernest Hare
- There's a Bend at the End of the Swanee—Baritone Solo.....Ernest Hare
- STANDARD
- 5015 Abide With Me—Tenor Solo.....Henry Burr
- Beautiful Isle of Somewhere—Tenor-baritone, Charles Hart-Elliott Shaw
- 5114 Darling Nelly Gray—Male Quartet.....Shannon Four
- In the Evening by the Moonlight—Male Quartet, Shannon Four
- 5097 Hear Dem Bells—Baritone Solo.....Ernest Hare
- Oh! Dem Golden Slippers—Baritone Solo, Ernest Hare
- 5153 Sleep, Baby, Sleep—Yodel Song.....Geo. P. Watson
- Roll On, Silver Moon—Yodel Song.....Geo. P. Watson
- INSTRUMENTAL
- 5110 Serenade—Violin Solo.....M. Arriga
- Traumerei—Violin Solo.....M. Arriga
- 5095 Medley of Irish Jigs—Accordion.....Joseph Kimmel
- Medley of Irish Reels—Accordion.....Joseph Kimmel
- 5132 American Eagle March.....Federal Military Band
- Washington Grays March.....Federal Military Band

RODEHEAVER RAINBOW RECORDS

- 1077 Somebody Cares (Homer Rodeheaver), Jesus Loves You (Homer Rodeheaver).
- 1087 Christ Is Here (Jenkins), He Lifted Me (Jenkins).
- 1088 Hush, Somebody's Calling My Name (Wiseman), I Couldn't Hear Nobody Pray (Wiseman).
- 1089 Do You Think I'll Make A Soldier (Homer Rodeheaver and Wiseman Sextet), Sign of Judgment—Old Time Religion (Wiseman).

BANNER RECORDS

DANCE RECORDS

- 1277 Mamma Loves Papa, Papa Loves Mamma—Fox-trot, Vocal Chorus by Arthur Hall, Six Black Diamonds
- Sweet Old Chesapeake Bay—Fox-trot, Majestic Dance Orch.
- 1278 Oh, Gee! Oh, Gosh! Oh, Golly! I'm in Love—Fox-trot, Vocal Chorus by Billy West, Roy Collins' Orch.
- Walk, Jenny, Walk—Fox-trot, Vocal Chorus by Billy West.....Six Black Diamonds
- 1279 Sure as You're Born You're From Kentucky—Fox-trot.....Roseland Dance Orch.
- I've Got a Song for Sale—Fox-trot, Roseland Dance Orch.
- 1280 When It's Night Time in Italy It's Wednesday Over Here—Fox-trot, Vocal Chorus by Billy West.....Roy Collins' Orch.
- Some Day—Fox-trot.....Roy Collins' Orch.
- 1281 Roamin' to Wyomin'—Fox-trot.....Sam Lanin's Orch.
- Not Here, Not There—Fox-trot.....Sam Lanin's Orch.
- 1282 Oh, Sister, Ain't That Hot—Fox-trot, Original Memphis Five
- House of David Blues—Fox-trot, Original Memphis Five
- 1283 Take, Oh Take, Those Lips Away (From "Ziegfeld Follies, 1923")—Fox-trot, Roseland Dance Orch.
- Swanee River Blues (From "Ziegfeld Follies, 1923")—Fox-trot.....Roseland Dance Orch.
- 1284 Old Fashioned Love (From "Runnin' Wild")—Fox-trot.....Imperial Dance Orch.
- Little Butterfly (From "Music Box Revue, 1923")—Fox-trot.....Imperial Dance Orch.
- 1285 You Didn't Want Me When I Wanted You—Waltz.....Hollywood Dance Orch.
- Good-Night—Waltz.....Hollywood Dance Orch.
- POPULAR VOCAL RECORDS
- 1286 I'm Sitting Pretty in a Pretty Little City—Duet, Orch. Accomp.....Thomas-West
- The Old Folks at Home—Tenor Solo, Orch. Accomp.....Vernon Dalhart
- 1287 A Kiss in the Dark—Soprano Solo, Orch. Accomp., Jane Bartlett
- Roses of Picardy—Tenor Solo, Orch. Accomp., Billy Burton
- 1288 Stay Home, Little Girl, Stay Home—Tenor Solo, Orch. Accomp.....Vernon Dalhart
- Why Don't My Dreams Come True?—Tenor Solo, Orch. Accomp.....Chas. Dalton
- 1289 Sweet Henry, the Pride of Tennessee—Tenor Solo, Orch. Accomp.....Billy West
- Lovey Came Back—Tenor Solo, Orch. Accomp., Billy West
- 1290 Sittin' in a Corner—Tenor Solo, Orch. Accomp., Lou Hayes

Mammy's Little Silver Lining—Tenor Solo, Orch. Accomp. Chas. Dalton
HAWAIIAN RECORD
 2106 Silver Threads Among the Gold—Hawaiian Guitars. Ferera's Hawaiian Serenaders
 Ben Bolt—Hawaiian Guitars, Ferera's Hawaiian Serenaders

Music Rolls for Players

U. S. MUSIC CO.

WORD ROLLS

Composer Title Played by
 Herscher-Burke—Are You Lonely?—Fox-trot. Tom Blake
 Hirsch-Clark—The Arkansaw Mule—Novelty Blues, Eubie Jones
 Baker-Miller—Changing Harmony—Fox-trot. Tom Blake
 Paskman-Spaeth-Caesar-Friml—Chansonette—Ballad, Robert Billings
 Rivinius-Prell—Christmas Day—A Story
 Shoemaker-Cook—The Consolation Blues. Eubie Jones
 Kershaw-Von Tilzer—Dear Old Lady—Fox-trot. Eubie Jones
 Conley-Rodemich—Easy Melody—Fox-trot. Horace Prell
 Leighton-Shields—Frankie and Johnny—Fox-trot, Eubie Jones
 Rivinius-Prell—Homeland—March With Lyrics
 Coots-Ringle—Home Town Blues. Eubie Jones
 Young-Lewis-Schwartz—If I Can't Get the Sweetie I Want—Fox-trot Robert Billings
 J. Edgar Dowell—I've Got Those East Side, West Side Blues—Fox-trot Horace Prell
 Thompson-Williams—Just One More Day—Fox-trot, Tom Blake
 Scott-Parker-Wilson—The Land of Broken Dreams—Waltz
 Irving Berlin—Little Butterfly—Fox-trot. Horace Prell
 Wilnorf-Atkinson—Memories of Virginia—Waltz, Marimba
 Clarke-Leslie-Meyer—Now That I Need You You're Gone—Fox-trot Carl Ober
 Chas. E. Roat—Pal of My Dreams—Waltz—Fox-trot Chorus Harold Wansborough
 Kassell Burton—Sobbin' Blues. Eubie Jones
 Harry Akst—South Sea Eyes—Fox-trot. Roger LeMar
 Cal De Vol—Sun-Kist Rose—Fox-trot. Robert Billings
 Davis-Akst—Sweet Henry—The Pride of Tennessee—Fox-trot Tom Blake
 McCarthy-Tierney—Take, Oh Take Those Lips Away—Fox-trot Horace Prell
 Irving Berlin—Tell All the Folks in Kentucky—Fox-trot Roger LeMar
 Van-Schenck-Akst—That Bran' New Gal o' Mine—Fox-trot Tom Blake
 Rose-Ruby-Handman—Twelve o'Clock at Night—Fox-trot Robert Billings
 Baker-Miller—Waiting (For You)—Waltz, Marimba
 A. J. Stasny—Waltz Me to Sleep—Waltz, Marimba
 Irving Berlin—The Waltz of Long Ago—Waltz
 Fuzz-Weile—When the Golden Sun Is Setting—Waltz, Marimba
 Ben Garrison—When You're a Long, Long Way—Waltz
 Howard-Pollack—Who Will It Be?—Fox-trot. Eubie Jones
 James Brockman—You, Darling, You—Fox-trot. Carl Ober

FOREIGN WORD ROLLS

A. L. Maresh—Pizensky Kraj—Walcik—Bohemian
 Wilhelm-Grunbaum-Kalman—Ich Tanz Mit dir in's Himmelreich—German
 Gilrod-Kammen-Kammen—An Orem Yesoimele—Hebrew
 Teres-Rumshinsky—Leebe Tzu Kinder—Hebrew
 Gilrod-Kammen-Kammen—Schmendrik's Kalle—Hebrew
 Genise-Capolongo—Campagno—Canzonetta Campestre—Italian
 Castellucci-DiCapua—Fiume D' Annunzio—Italian
 Frate E. Sora—Italian
 La Donna E. Mobile—Italian
 L. Ferrazzano—O Bicchiere 'E Vino—Canzonetta d'occasione
 Santa Lucia—Barcarola
 Forte-Canora—Tra Veglia E. Sonno
 V. Micari-Andrea Palmieri—Tu Scendi Dalle Stelle—Pastorale, Italian
 Silver-Cohn—Yes! Mi Gad No Banana—Italian
 Jaxa-Kroupy—Tesknota za Ojczyzna—Marsz—Polish
REGULAR ROLLS (MUSIC ONLY)
 Anus Brock—Flight Through the Clouds—March
 E. Liebling—Florence—Library Edition—Valse de Concert, Op. 12
 Olson-Jolson-Breuer—Oh, Gee! Oh, Gosh! Oh, Golly! I'm in Love—One-step Tom Blake
 White-Donaldson—Oh! How She Lied to Me—Waltz
 Chas. E. Roat—Pal of My Dreams—Waltz, Fox-trot Chorus Harold Wansborough
 Irving Berlin—Tell All the Folks in Kentucky—Fox-trot Roger LeMar
 Robert W. Troup—Top-Notch—March
 Yellen-Stern—You Didn't Want Me When I Wanted You—Waltz Harold Wansborough

FOREIGN ROLLS (MUSIC ONLY)

Fr. Przybylski—Slubny Wieniec—Wiejski Taniec—Polish

FORMAL OPENING OF CHENEY SHOPPE

ALHAMBRA, CAL., December 5.—The opening in this city of the new Cheney Shoppe, under the management of W. A. Robare, was a tremendous success. So great was the crowd which came to inspect the new store that it was difficult to handle it properly. Floral tributes and messages of best wishes were received throughout the day by Mr. Robare from many friends in Los Angeles and Hollywood. The opening day proved an auspicious beginning for the new store, as three Cheney machines and many records were sold to visitors.

The H. & J. Potter Furniture Co., Columbia dealer, Portland, Me., has installed a new store front in the large building recently purchased.

SOUTHERN VICTOR WHOLESALERS
The Corley Company
 RICHMOND VIRGINIA

CONSTRUCTIVE ARTICLES IN THIS ISSUE OF THE WORLD

Ready Reference for Salesmen, Dealers and Department Heads

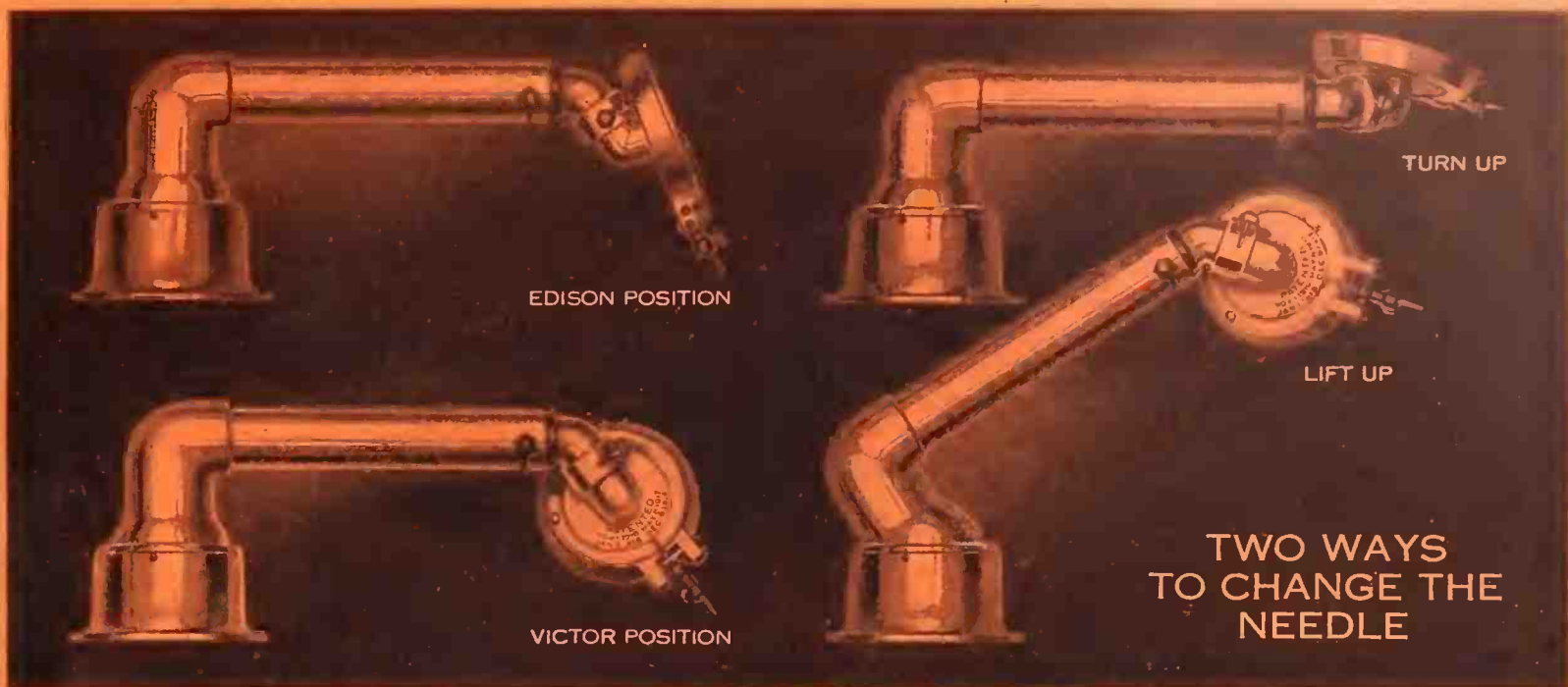
Effective Lighting Helps Window Displays	4	Music Store Is the Sales Center for Radio	51-52
Record Specialties Open New Sales Field	8	Music Industries Chamber of Commerce Endorses Mellon Tax Plan	56
Lower Taxation Will Increase Prosperity	10	How Environment Helps the Sale of Phonographs	63
Learning a Lesson From Holiday Activity	10	Methods of a Prominent Brooklyn Dealer That Have Won a Large Measure of Success.	72-74
Support of the Price Maintenance Bills	11	Brunswick Dealers of Utah Hear a Number of Inspiring Talks.	82
Trade Is Optimistic Over Outlook for 1924	11	Satisfactory Business Enjoyed by Pennsylvania Trade as Christmas Buying Gets Under Way	85-90
New Customers Vital to Business Growth	12	Few Clouds Seen on 1924 Business Horizon	91-99
Linking Up With the Folk of the Footlights	14	Lively Days in New England Trade as Business Hits the Grade and Holiday Sales Start in Earnest.	105-108
Creating a Hundred Per Cent Sales Organization	19	Vital Trade Topics Discussed in Mid-West Point of View	116
How Retailers Are Merchandising Radio	20	Tremendous Sales of Gift Instruments and Records Is the Feature of Holiday Business in Chicago.	117-133
Indifference and Inefficiency Kill Sales	22	Standard of Ethics for Publicity in the Music Trade Field.	136-137
Educate the Public by Christmas Suggestions	24	Happenings in the Musical Merchandise Field	153-156
Rural Dwellers Make Excellent Sales Prospects	26	Featuring the Musical Possibilities of the Talking Machine	158
Specific Letters Are the Biggest "Pullers"	30	Cleanings From the World of Music	166-174
Study of Humanity Builds Big Business	32	Latest Patents of Interest to the Talking Machine Trade	191-192
Columbia Demonstration Record Campaign Scores a Big Success.	35	Advance List of Talking Machine Records for January.	193-197
Keeping Record Stock in Proper Order	42		
Laxity Increases Credit Losses of Retailers	46		
Victor Jobbers of Washington Entertain the Dealers of That City	50		

CORRESPONDENCE FROM LEADING CITIES:

Milwaukee, 58—Dallas, 62—Ogden, 66—Omaha, 67—Kansas City, 69—Brooklyn, 72-74—Baltimore, 76—St. Louis, 78—Des Moines, 80—Philadelphia, 85-88—Richmond, 90—Cleveland, 100-102—Albany, 102—Boston, 105-109—Minneapolis and St. Paul, 111—Pittsburgh, 114-115—Chicago, 117-129—Buffalo, 134-136—Detroit, 138—Toledo, 140-141—Cincinnati, 142-143—Canton and Akron, 146—Portland, 150—Syracuse, 160-161—Indianapolis, 164—Columbus, 175—Atlanta, 178—Los Angeles, 180—San Francisco, 184—Salt Lake City, 186—Dominion of Canada, 186—European News From The World's London Office, 188-190—Washington, 190.

TEST IT. 
 OUR VICTOR
Record Service
 has a reputation for efficiency.
 Suppose you try it.
E. F. DROOP & SONS CO.
 1300 G. STREET, WASHINGTON, D. C.
 261 N. HOWARD STREET, BALTIMORE, MD

The
Toledo Talking Machine Co.
 Toledo, Ohio
 Wholesale Victor
 Exclusively



TWO WAYS TO CHANGE THE NEEDLE

The SCOTFORD TONEARM & SUPERIOR REPRODUCER

HOW TO SELL A PHONOGRAPH

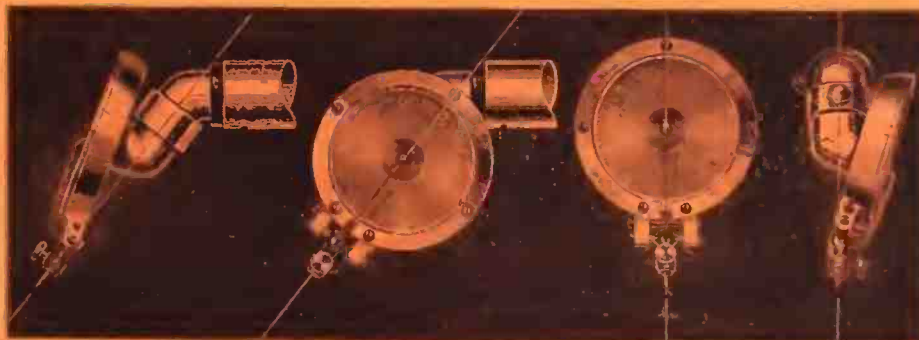
To the Dealer or Salesman:

The Scottford Tonearm and Superior Reproducer are used by a number of manufacturers of high grade phonographs. If your store handles any one of these instruments you can increase your sales and profits by thoroughly learning and then informing the customer of the "Twelve Points" of superiority given below. Remember it is no proof of selling ability to take an order for a phonograph, the preference for which has been fixed in the customer's mind by big national advertising campaigns. Such order taking proves the power of advertising—not the sagacity of salesmanship. The saving in advertising cost is made up for by extra quality and extra profit for the store in the Scottford equipped instrument. There is a better future for the business in the lasting satisfaction of the purchaser who takes an instrument of genuine music into his home. Give the customer a comparison of tone on all the different makes. If he is not deaf, he must appreciate the extraordinary difference in tone—the Scottford's genuine musical reproduction, without the metallic sharpness, and without the scratch. Then prove yourself not an ordertaker but a salesman by continuing with a detailed explanation of why the Scottford is better as analyzed in the "Twelve Points."

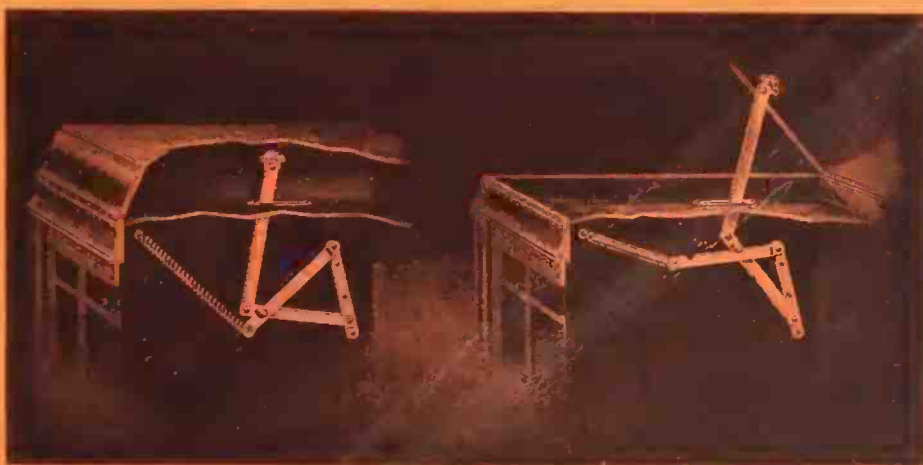
Keep the tonearm unscrewed at the base, so you may lift it off in your hand for thorough examination inside and out—not necessary to screw it down until sold and ready to deliver

TWELVE POINTS

- 1—Its good looks. A neat, trim, tailormade appearance. Nicely proportioned lines which any artist will approve. Not the swollen appearance of the continuous taper nor angular lines in conflict with the cabinet design.
- 2—The substantial, simple construction—cast parts of solid white brass, long straight tube of yellowbrass, hard rubber bushing to prevent metallic vibration at the reproducer connection elbow.
- 3—No obstruction anywhere inside—an absolutely clear passage, with the approved two-inch inside diameter at base, and a solid 45-degree deflecting plane at the turn to direct the sound waves straight downward into the amplifying chamber.
- 4—The simple swinging movement of the tonearm base—how freely it floats when lifted up onto the record—but how a supporting lug inside the base at back prevents the arm from swinging when off the record and does not allow the needle point to let down so low as to mar the cabinet.
- 5—The handy lift-up or side turn, affording two ways to change the needle.
- 6—Light pressure on the record—the squareness of the turn causing the weight to be supported by the base, whereas a more curving turn would throw too much weight forward to the needle point.
- 7—How perfectly the needle centers the groove—turning the reproducer for playing lateral or vertical cut records leaves the needle on exactly the same point at the same and only correct angle. A minimum of surface noise on records noted for scratch.
- 8—Reproducer frame split clear through—making it a spring, held under tension by the long screw which adjusts the pivotal mounting of the stylus bar.
- 9—Any looseness that might ever develop in the pivoting of the stylus bar may be readily detected and instantly corrected by adjusting the long screw until the needle holder and stylus bar feel tight.
- 10—The inclined position of the reproducer and angle of the stylus bar by which a greater impulse is imparted to the diaphragm, with finer sensitivity to minor vibrations than the ordinary straight upright design.
- 11—Fineness of the mica diaphragm—a perfect crystal edge disc of selected clear India mica costing five times as much as the "seconds" and "thins" used in cheap soundboxes.
- 12—Perfect insulation—a rubber basket entirely separating the reproducer frame from the backplate, and again a complete break in the contact of metals by the hard rubber bushing in the tonearm. This double insulation insuring against metallic effect in the tone, and preventing the surface scratch being magnified by the metals of the reproducer and tonearm.



The Reproducer turns on its axis—the needle remaining on exactly the same center and at the same correct angle in both positions



THE SUPERIOR LID SUPPORT

Balances the Lid at any point

The final point of excellence in the equipment of a cabinet that often decides the sale. A touch of one finger lifts or closes the lid, which stops at any point desired. Cannot warp the cover. Noiseless in operation. The simplest support made. Easiest to install.

We are prepared to supply this Tonearm and Reproducer to a number of additional manufacturers of phonographs in certain parts of the United States, and contracts remain open for some foreign countries. Write us for particulars and prices.



We are able to supply this Support in any quantity. Made of steel, high grade nickel or gold plate finish. Samples sent to manufacturers anywhere for trial. Write for low quantity prices. State type and weight of lid.

BARNHART BROTHERS & SPINDLER

SUPERIOR SPECIALTIES FOR PHONOGRAPHS MONROE & THROOP STREETS, CHICAGO

Dealers who hear the
NEW EDISON in
 side-by-side comparison
 with other phono-
 graphs invariably select
 the **NEW EDISON**
 for their *own homes* and
 seek the Edison Repre-
 sentation

—because it is easier to
 sell the product they
know to be the best.

See Pages 70, 71,
 112 and 113 inside

JOBBERs OF THE NEW EDISON, EDISON RE-CREATION, THE NEW EDISON DIAMOND AMBEROLA
 AND BLUE AMBEROL RECORDS

CALIFORNIA
 Los Angeles—Edison Phonographs,
 Ltd.
 San Francisco—Edison Phonographs,
 Ltd.

COLORADO
 Denver—Denver Dry Goods Co.

GEORGIA
 Atlanta—Phonographs, Inc.

ILLINOIS
 Chicago—The Phonograph Co.
 Wm. H. Lyons (Amberola only).

INDIANA
 Indianapolis—Phonograph Corpora-
 tion of Indiana.

IOWA
 Des Moines—Harger & Blish.

LOUISIANA
 New Orleans—Diamond Music Co.,
 Inc.

MASSACHUSETTS
 Boston—Pardee-Ellenberger Co.
 Iver Johnson Sporting Goods Co.
 (Amberola only).

MICHIGAN
 Detroit—Phonograph Co. of Detroit.

MINNESOTA
 Minneapolis—Laurence H. Lucker.

MISSOURI
 Kansas City—The Phonograph Co.
 of Kansas City.
 St. Louis—Silverstone Music Co.

MONTANA
 Helena—Montana Phonograph Co.

NEBRASKA
 Omaha—Shultz Bros.

NEW JERSEY
 Orange—The Phonograph Corp. of
 Manhattan.

NEW YORK
 Albany—American Phonograph Co.
 Syracuse—Frank E. Bolway & Son,
 Inc., W. D. Andrews Co.
 (Amberola only).

OHIO
 Cincinnati—The Phonograph Co.
 Cleveland—The Phonograph Co.

OREGON
 Portland—Edison Phonographs, Ltd.

PENNSYLVANIA
 Philadelphia—Girard Phonograph
 Co.
 Pittsburgh—Buehn Phonograph Co.
 Williamsport—W. A. Myers.

RHODE ISLAND
 Providence—J. A. Foster Co.
 (Amberola only).

TEXAS
 Dallas—Texas-Oklahoma Phono-
 graph Co.

UTAH
 Ogden—Proudfit Sporting Goods Co.

VIRGINIA
 Richmond—The C. B. Haynes Co.,
 Inc.

WISCONSIN
 Milwaukee—The Phonograph Co. of
 Milwaukee.

CANADA
 Montreal—R. S. Williams & Sons
 Co., Ltd.
 St. John—W. H. Thorne & Co., Ltd.
 Toronto—R. S. Williams & Sons
 Co., Ltd.
 Vancouver—Kent Piano Co., Ltd.
 Winnipeg—R. S. Williams & Sons
 Co., Ltd.
 Babson Bros. (Amberola only).